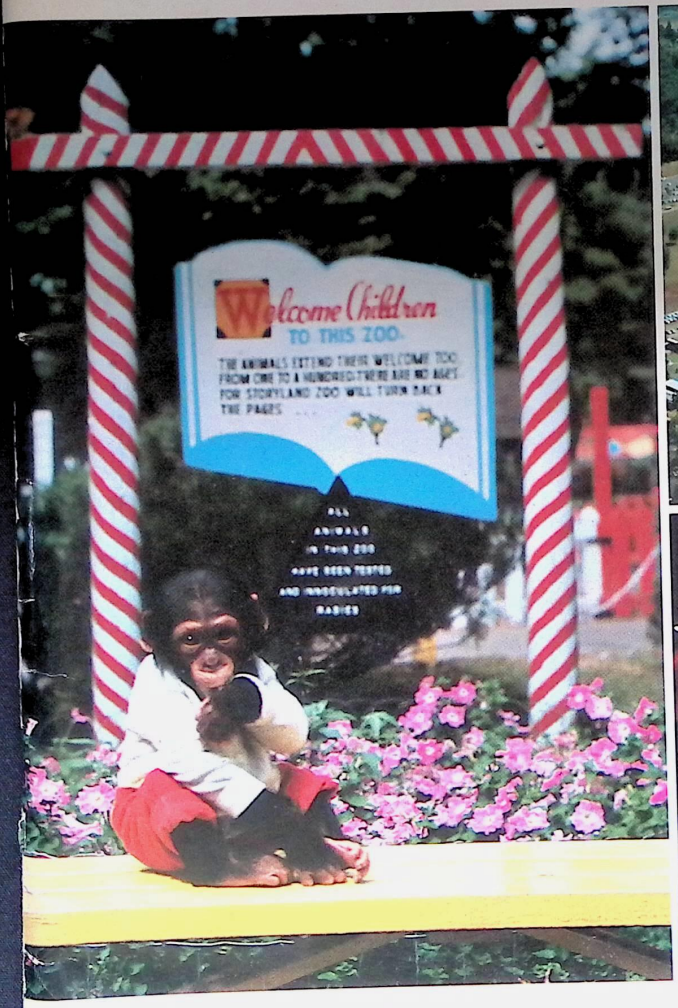
SOUTH BEND
MISHAWAKA INDIANA



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CHECKING ACCOUNTS

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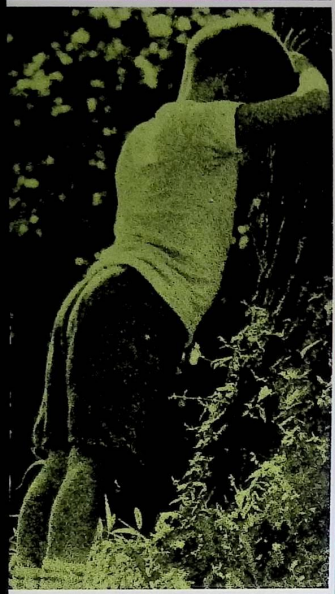

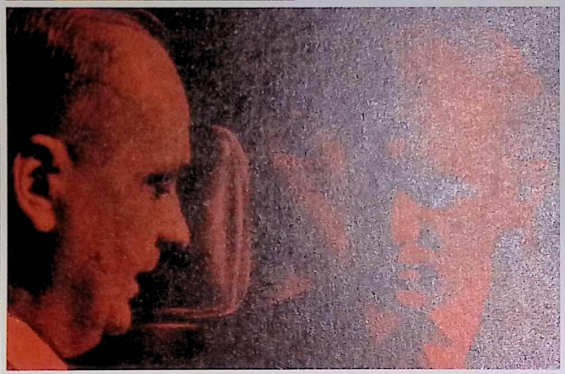

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DRIVE-IN BANK: 112 EAST JEFFERSON AND AT ALL BRANCH OFFICES

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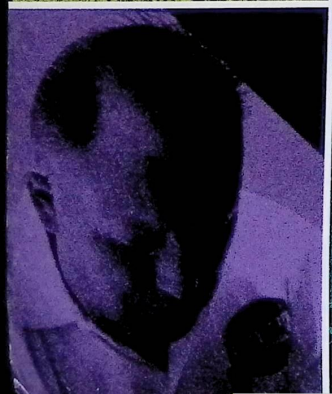
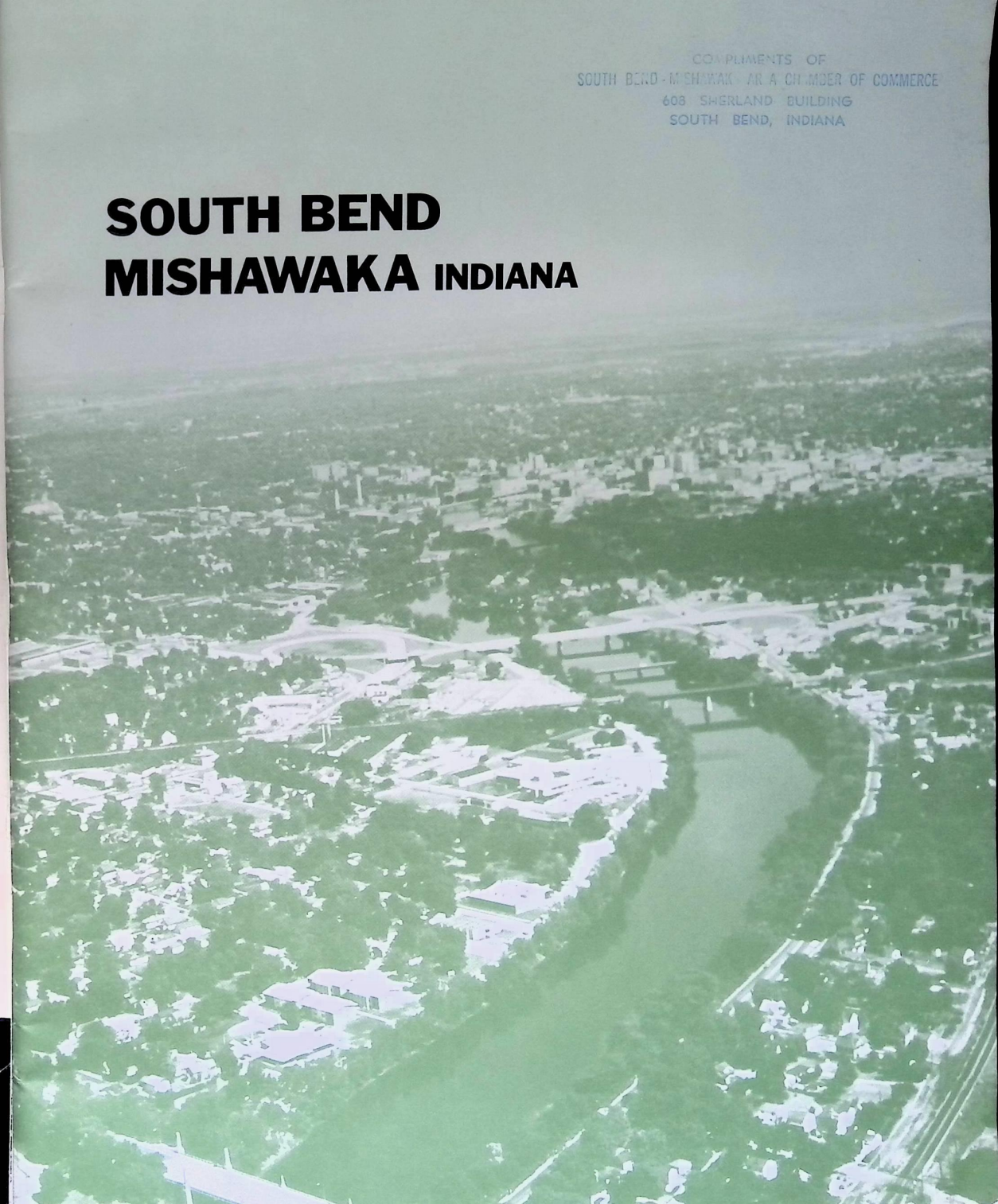


COMPLIMENTS OF
SOUTH BEND-MISHAWAKA AREA CHAMBER OF COMMERCE
608 SHERLAND BUILDING
SOUTH BEND, INDIANA

SOUTH BEND MISHAWAKA INDIANA



Serving South Bend with Insurance that's "Good as Gold—Sometimes Better"

Yes, Benefit Trust Life insurance is good as gold—whenever you need money for medical care at home or hospital, or when you're disabled and need continuing income, or when you need group coverage at lower net cost.

When is Benefit Trust Life insurance *better* than money? In protecting your loved ones. One small payment can establish an "instant estate"—thousands of dollars to protect your loved ones all your life, and for years after.

For many years, Benefit Trust Life has been extending this kind of protection to South Bend folks. In fact, the BTL people here have more than a century of combined insurance experience. The photos show two of the BTL men in South Bend, together with key members of their staffs. Upper: William J. Roberts, General Agent, Commercial Division, who helps provide BTL protection to individuals. Lower: William J. Starck III, Group Agent, Group Division, who directs BTL sales and service activities in the South Bend area.

Together, BTL men and BTL service are known and respected in South Bend and from coast to coast. That's one more reason why Benefit Trust Life Insurance is good as gold . . . sometimes better.

BENEFIT TRUST LIFE
INSURANCE COMPANY

A Mutual Legal Reserve Life Insurance Company, known for 50 years as B.A.R.E.

Group Division: 118 W. Sample Street—288-2537
Commercial Division: 103 W. Wayne Street—234-0163

GATES CHEVROLET CORPORATION
Integrity is a 37 year old tradition at Gates Chevrolet, Michiana's largest car dealer, "Where You Always Save More." A visit to their new, expanded showrooms will reveal an unequalled selection of new Chevrolets, fine used cars and trucks of all makes and models, and a service facility that maintains a complete stock of parts for your convenience. Also included are Gates-Way Leasing, Inc., and Gates Insurance Agency, Inc. Mr. Van E. Gates, President.
333 Western Avenue, South Bend 288-1421

TIME REALTY, INC.
South Bend's foremost Realtors in the listing and sale of executive homes and commercial and industrial properties, Time's four licensed brokers—Max Shaffer, Don Shaw, Edgar Powers, and Les Menzie—will be happy to give you the benefit of their 50 years of collective real estate know-how. Easy to find—they're the first Realtors off the South Bend exit coming into South Bend on U.S. 31 South. Members of Multiple Listing Service of South Bend-Mishawaka, Inc., National Association of Real Estate Boards, and Inter-City Relocation Service, Inc.
108 W. Navarre, South Bend *(Area Code 219) 233-5151*

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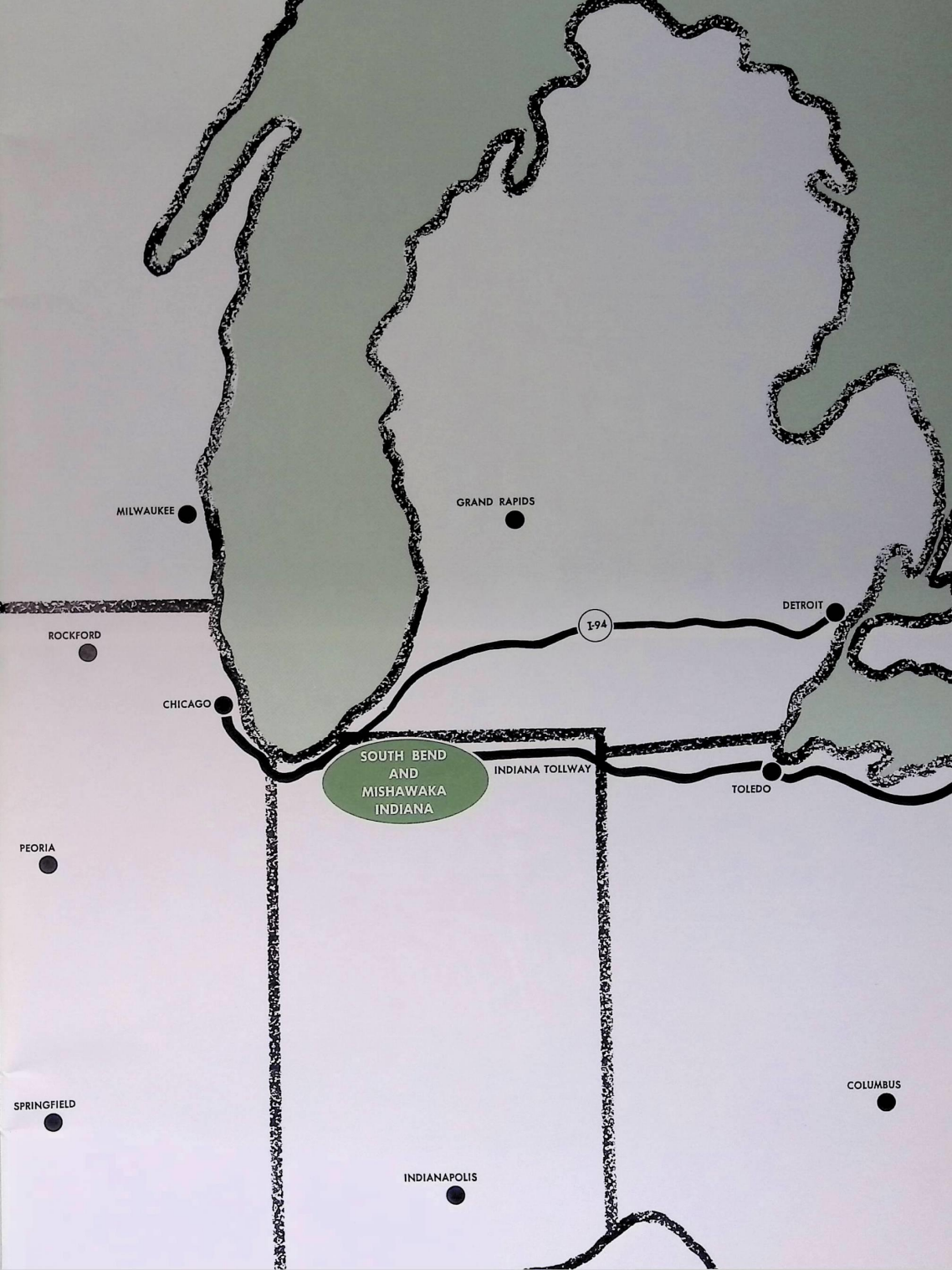
MILWAUKEE
GRAND RAPIDS
DETROIT
I-94
ROCKFORD
CHICAGO
SOUTH BEND
AND
MISHAWAKA
INDIANA
INDIANA TOLLWAY
TOLEDO
PEORIA
COLUMBUS
SPRINGFIELD
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THE SOUTH BEND SUPPLY CO., INC.

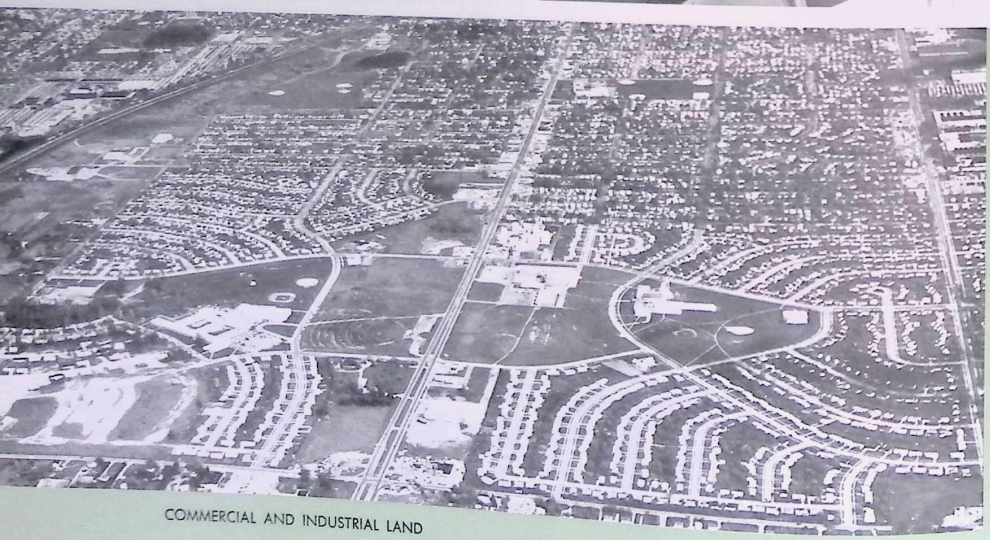
"Dependable Service" has earned this firm the respect of local industry for over 60 years. Their continuing success is attributed to their very large, complete stock of industrial, wholesale plumbing and heating, and sheet metal supplies, which occupies over 100,000 square feet of floor space—possibly the largest such inventory under one roof! Let their long experience and know-how help you solve your contracting needs.

324 South St. Joseph Street 219/232-1421

WALT'S RESTAURANT

For 16 years, South Bend has trusted Walt's Restaurant for fast, friendly service and excellent food—at modest prices. You're sure to notice the homey atmosphere. It's no accident. Walt treats his employees well (some are second generation at Walt's). He knows that a happy employee makes your dining more pleasurable. For a quick snack or a complete meal, stop in at Walt's—you'll be glad you did.

4203 S. Michigan, South Bend 289-6535



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Industrial Acreage—sewer, water and R.R. spur
Acreage for Multi-family housing

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—REAL ESTATE BROKERAGE—Sales, trades, purchases, appraisals. Eight full-time salesmen lead M.L.S. in business volume. Land Development and professional assistance to builders warrants effective merchandizing.

—MORTGAGE LOANS—Leading area lenders in F.H.A., V.A., and Conventional loans for residential, commercial and industrial loans. $35 million in mortgages are serviced for Metropolitan Life and other fine investors.

—INSURANCE & RISK MANAGEMENT—South Bend's Oldest independent Insurance Agency. Complete surveys and analysis afforded to write all types of Commercial, Industrial and Personal Insurance. Contracts with high-grade insurance companies assure good local and national service.

—PROPERTY MANAGEMENT—Direct supervision of property for owners and investors. Promotion, leasing, collection of tax and insurance escrows are a few of the many services offered to our clients.

DEPARTMENT HEADS:
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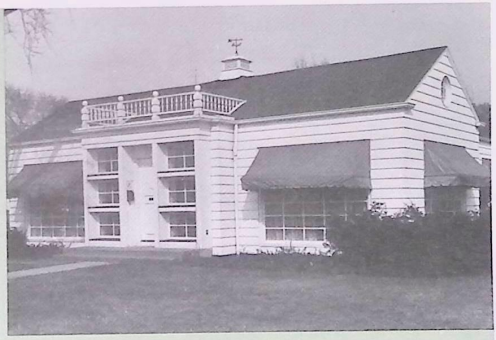
RUDY H. BUECHLER, MGR.—PROPERTY MANAGEMENT

OFFICES:

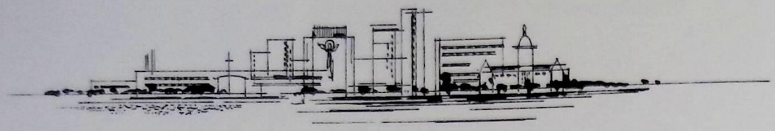
WHITCOMB-KELLER BUILDING
230 West Jefferson Blvd.
South Bend, Indiana
—Call 233-3104

300 West High Street
Elkhart, Indiana
—Call 522-6800



CRESSY & EVERETT, REALTORS
A visit to Cressy & Everett's new drive-in sales office makes house hunting easy! Seven experienced counselors will be happy to answer any questions and you may car shop their picture billboard at your leisure. A complete range of services in residential, commercial and industrial sales, appraisals and insurance are offered in addition to being exclusive sales agents for new homes in lovely Winding Brook Park. Ample off-street parking available.
332 North Ironwood Drive (at McKinley Avenue-U.S. #20)
South Bend *233-6141*

PRICKETT'S SUPERMARKET
South Bend-Mishawaka folks go to Prickett's for top-quality merchandise at money-saving prices. You'll always find a complete selection of nationally-known brands, choice meats, and garden fresh fruits and vegetables delivered daily from all over the country. With semi-self service for convenience and leisurely shopping, and plenty of free parking, it's easy to "Be Thrifty with Prickett's."
4005 Lincoln Way East *259-2405*



SOUTH BEND MISHAWAKA STATISTICS

Area: South Bend 27.27 square miles
Mishawaka 7.7 square miles

Location: In St. Joseph County, Indiana
716 feet above sea level
Latitude 42° North, Longitude 86° West

Founded: South Bend 1823; incorporated 1865
Mishawaka 1832; incorporated as village 1839 and as a city in 1899.

Population: South Bend, 138,300
Mishawaka, 34,400

Assessed Valuation: South Bend $231,356,500
Mishawaka $52,471,700

Housing Units: 43,165 in South Bend
11,654 in Mishawaka

Outstanding Indebtedness: South Bend $37,941,000
Mishawaka $5,170,517

Climate: Annual normal mean temperature 49.4°
Annual normal precipitation 34.89 inches
Annual normal snow fall 48.5 inches

Schools: South Bend, 49 public, 16 parochial
Mishawaka, 11 public, 3 parochial
One Private school
One business college
South Bend College of Commerce
Four institutions of higher learning
University of Notre Dame
Saint Mary's College
Bethel College
Indiana University—South Bend-Mishawaka Campus

Churches: Community, over 200 representing more than 50 faiths or denominations

Hospitals: South Bend, 4
Mishawaka, 1

Transportation: Air, 3 Airlines (passenger and freight)
5 Airlines (freight only)
Rail, 3 Railroads (passenger and freight)
2 Railroads (freight only)
Highways, One Interstate (Indiana Toll Road-limited access)
3 Federal routes
5 State routes
Motor Freight, 27 carriers
Bus Lines, 5
Waterways, future seaway harbor 45 miles to West, proximity to Lake Michigan ports now.

ANCHOR SALES

Anchor Sales offers you INSTANT PERSONAL SHOPPING . . . just a phone call gives you an experienced crew who are already at work to help you. Anchor Sales knows the "ins" of this great community, and they have a pocketful of information you'll want to know. They'll get you a motel or hotel room, meet you and give you the golden carpet treatment . . . all to help you find your place in South Bend or Mishawaka. Anchor's exclusive, nation-wide referral service, called AIMS, helps to give you what you want . . . INSTANT PERSONAL SHOPPING. Call 288-4648, and reverse the charges . . . they're waiting for you.
1631 Miami Street, South Bend

McNULTY & ASSOCIATES

Under the leadership of Mrs. Charlotte J. McNulty, President, McNulty & Associates has built an enviable reputation for integrity and personal service over the past 10 years. Experts in all fields of real estate, McNulty & Associates specialize in the sale of executive homes. Familiar with the variety of architectural styles and price ranges within the South Bend-Mishawaka community, they take pride in finding each home-seeker that "perfect place" they've been looking for. Newcomers to town are always welcome at "The Sign of Quality in Real Estate Service."
2721 Mishawaka Avenue, South Bend 282-2388
or at home 291-3728

ASSOCIATED REALTY CORPORATION

Since 1945, South Bend-Mishawaka folks have known that Associated Realty is the place to go "For Real Service In Real Estate." With a staff of eight courteous, licensed salespeople, this established firm stands ready to serve all your real estate needs—whether you're interest lies in buying, selling or trading. And, of course, they are always happy to provide newcomers with up-to-the-minute information on available housing of all types. "You'll Like The Way They Do Business."
Joseph H. Dunfee, President, William H. Dunfee, Secretary.
110 Madison East, South Bend 219-233-1131

These COOPERATING FIRMS are members of the MULTIPLE LISTING SERVICE—which automatically opens the doors for you, with us, to see about 90% of all available REAL ESTATE. In addition,—the "Personal Touch" is our welcome to you.

REMOTE CONTROLS, INC.

This established, fast-growing firm provides industry with a variety of services. The Manufacturing Division manufactures special solenoid valves as well as precision job-shop machining of metal parts, tools, special machines, and test equipment. Their Coatings Division offers hard coating and anodizing of aluminum, teflon and dry-film lubricant coatings, and phosphating. Leroy K. Grove, President.

512 S. Merrifield, Mishawaka *259-5491*

HANS HAUS

For a banquet or a superb family meal, you'll enjoy a visit to Hans Haus. Specialists in German cuisine, they also make the best hamburger in town! The Alpine and Bavarian party rooms are available for weddings, reactions, and business meetings, with plenty of free parking. Open for lunch and dinner from 10:30 AM to 10:30 PM. Closed Sundays and holidays.

2803 S. Michigan, South Bend *282-1991*

W. H. BRUNER AGENCY, INC.

Known as "The House of Insurance" for 40 years, the people at W. H. Bruner Agency are independent agents, dedicated to elevating the standards of the insurance profession and pledged to support right principles and oppose bad practices in the business. Representing many strong, reliable insurance companies, they are free to select the policies that meet your needs best. Their friendly, courteous staff, led by President William Fox, handle both personal and commercial policies, as well as risk analysis and special surveys. As independent businessmen, not employees of a company, their slogan is "We Serve YOU First!"

1002 E. Jefferson Boulevard, South Bend *233-9443*

YOUR Independent Insurance AGENT

THE VALLEY OF VISION

An environment conducive to success in all realms of business, industrial and personal life exists in South Bend-Mishawaka, an urban community of about 252,000 people centrally situated in one of America's richest markets. This pair of prosperous Midwestern cities, sharing a common boundary in northern Indiana's valley of the St. Joseph River, possesses a high rate of prosperity due to its enthusiastic, productive and stable citizenry.

Geographically, the Valley Community is virtually at the hub of the nation with its location at the near-center of more than 20 per cent of the United States population and over 22 per cent of this country's retail sales. A vast pool of skilled, educated, permanent workers is available in this region and the urban community contains 84.4 per cent of the labor force of the county, representing a populace with a 78 per cent home ownership rate, one of the highest in the nation.

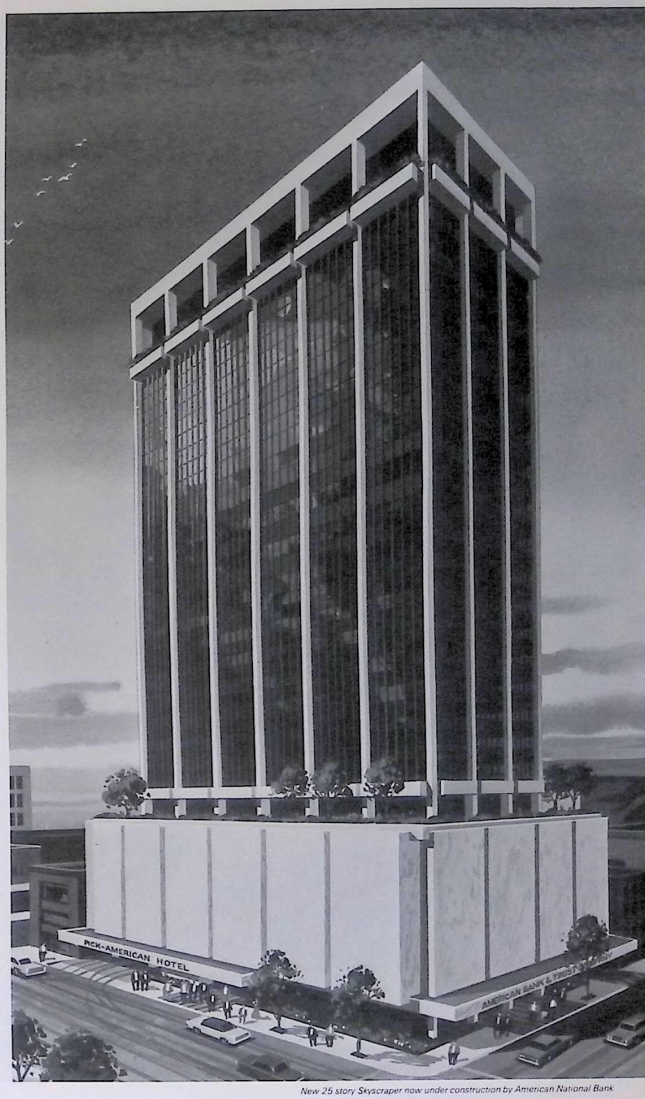
Transportation to and from the companion cities is unexcelled whether by Interstate Highway, major airline, rail, motor freight or bus. As Indiana's second largest trucking center, and served by five railroads, transportation to more than 50 per cent of America's industry is just an overnight operation. Less than two hours to the west are the petroleum and steel-making resources of the vast South Chicago-Calumet industrial complex with break-in-bulk port facilities providing access to waterborne world trade. Similarly, Detroit and other Michigan ports are four hours to the east and north. Soon, Indiana will have its own deep water seaway port just 45 miles from South Bend, along the shores of Lake Michigan.

Some of the largest electrical power, natural gas and telephone systems are represented here. Signs of progress are everywhere, as evidenced by such new construction as South Bend's City Services Building, a facility of 100,000 square feet to be occupied by the police and fire departments as well as eight other city operational departments. The new 14-story County-City Building in South Bend is a magnificent structure containing various governmental agencies or departments and the city's skyline will reach even higher with the addition of a new $5 million 23-story building. The latter, the tallest structure in the entire region, will comprise a 5-story "base" and 18-story tower housing the American Bank & Trust Co., a 168-room Albert Pick Motor Inn, four floors of auto parking, three floors of office space, and a downtown club complete with top-floor swimming pool.

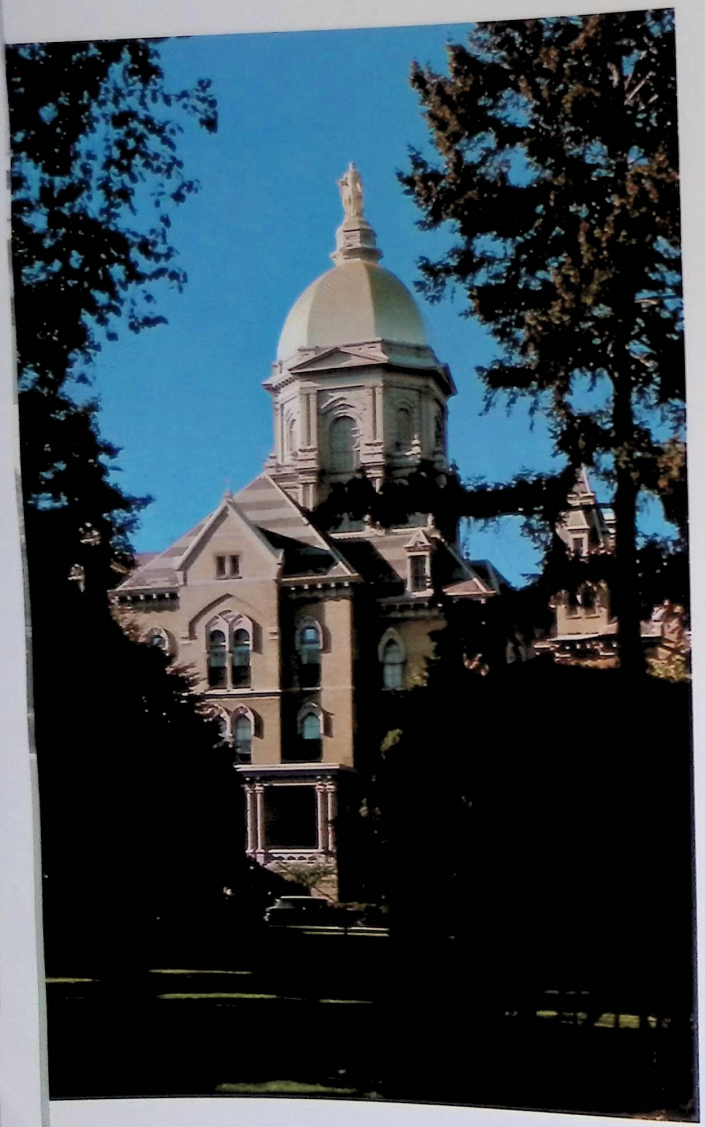
Within a 16-county radius in what is called the "Michiana Region," over one million people reside with multi billion dollar buying power, contributing substantially to the community's second-ranking position among Indiana's key markets.

Here is an area where families take root and successive generations have established a tradition of growth and well being. The people of the Valley Community display a forthright honesty, warmth and friendliness so characteristic of a population having found the good, gainful way of life. The zest for living is reflected in the growth and promise of the community and the people themselves are the most convincing evidence that this is a fine place in which to live. Fine tree-shaded residential sections, representing all types of homes,

(Continued on page 12)



New 25 story Skyscraper now under construction by American National Bank



THE VALLEY (CONTINUED)

(Continued from page 11)

greet the visitor at every turn. Homes are sufficiently abundant and prices are reasonable in all dwelling ranges.

Boating on Lake Michigan, enjoying city parks, fishing on one of hundreds of nearby lakes, hiking through woodland trails and the famed Indiana Dunes, cheering the "Fighting Irish" of Notre Dame, are but a few of the recreational choice available in the community. For more varied and sophisticated entertainment, Chicago is less than two hours away.

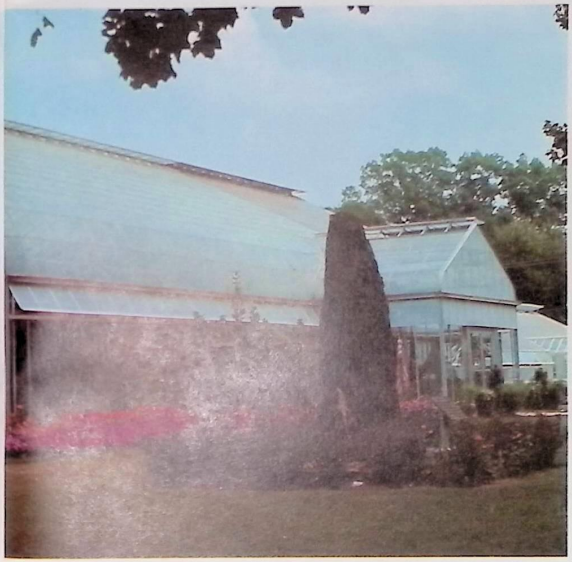
Job opportunity is unexcelled in both blue and white-collar fields of endeavor, with the diversity of local business and industry providing a near-limitless potential. Almost 350 industries, representing all but very few categories are supplemented by an extensive business community with a variety of positions in clerical, retailing, financial, wholesaling and service organizations. South Bend-Mishawaka is a graphic arts capital and is renowned as a world tool and die center, further indicating its varied employment possibilities. The professions also find this to be a community of promise.

Educationally, there are few cities which can match the Valley Community's excellent public and parochial schools. In addition, the area is well known for its institutions of higher learning—the University of Notre Dame, Saint Mary's College for women, Bethel College, and the South Bend-Mishawaka Campus of Indiana University. South Bend's College of Commerce also enjoys a fine reputation as does the Stanley Clark School, a private institution for youngsters.

Whether in music, drama or the arts, the citizens of South Bend and Mishawaka have a wealth of cultural advantages within the bounds of the community. A symphony orchestra, both civic and university musical groups, the dramatic organizations of both townspeople and the colleges and an active art association are but a few of the organizations providing a year-round pageant of cultural enlightenment and wholesome entertainment. An art institute, public and collegiate libraries and a historical museum are also among the prime cultural attractions in the area.

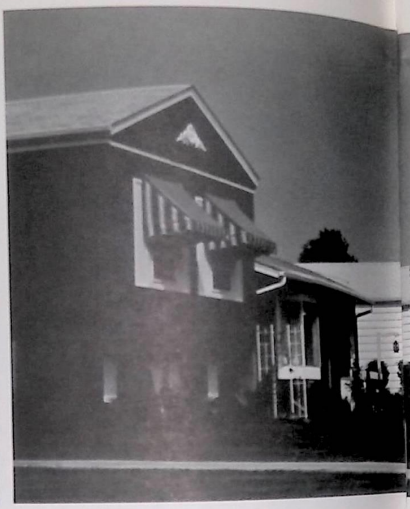
There are over 270 civic or fraternal groups and organizations which engage in a broad spectrum of activities conducive to a well-rounded community life. The local United Fund is traditionally oversubscribed and represents one of the most successful drives of its type anywhere, gaining wide participation at every level.

South Bend and Mishawaka are ideal homes for the industry and family of vision, seeking progress and prosperity.



SO. BEND FIRE DEPARTMENT

A COMMUNITY OF HOMEOWNERS



One cannot help but notice the large number of gracious homes, tree-lined streets and apparent absence of congested housing in the Valley Community. This is truly a city of homes. Home ownership stands at 78 per cent, higher than the percentages established for seven other major Indiana metropolitan areas. This is a strong indication of a stable and permanent population relatively free of transient elements.

While much of the residential community displays a charming native Midwestern style of architecture inclusive of many attractive older homes with their high roofs and large porches, there is a strong influence of new building concepts apparent in the newer developments. There are many very beautiful residential areas, some with their own neighborhood swimming pools.

New housing in quantity has sprung into being on the perimeters of the cities of South Bend and Mishawaka to supplement the many fine homes of the "inner city." Even within minutes of the downtown area there has been a 20 per cent increase in new home starts and in recent years there has been a notable increase in apartment dwellings which include a number of luxury units close to the river.

Prices for housing run the gamut from a modest $16,000 all the way to $100,000 with broad intermediate ranges to suit all budgets. Apartment rentals vary from $85 to $250 per month depending on type of unit and its location.

The Valley, well located in a region abundantly supplied with all types of building materials and a large pool of skilled building craftsmen, assures reasonable construction costs on all levels.

AUTO LOANS MADE IN THIS GARAGE!

Installment Loans, National Auto Park Garage, 127 W. Wayne St.

Also: 3 Drive-in Banking Windows, and Protected Parking for 400 Cars!

Talk about Full-Service Banking! South Bend's only National Bank, mindful of the many busy people who are on the move in cars, have gone all out to serve them. They built South Bend's first downtown parking garage, National Auto Park. They connected the garage by 2nd floor "sky-walk" to the bank's main office on another street. Next, 3 drive-in banking windows were added. Finally, into the spacious first floor, moved National's Installment Loan Department—"12 men with money to lend" for autos, appliances, etc. This same full-service concept is applied to Commercial Loans, Trust and Estate Planning, over 110 money services. Yes, auto loans *are* made in this garage. And permanent friends are made in this Bank!

FULL SERVICE BANK

The NATIONAL BANK and Trust Company of South Bend

Main Office: 112 W. Jefferson Blvd.

1609 S. Michigan St. · 1047 Lincolnway West · 2926 Mishawaka Avenue · 2506 Western Ave. · New Carlisle Branch · 1847 Lincolnway East · 4400 Miami Road

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION—FEDERAL RESERVE SYSTEM

PARK

Use the National Auto Park Garage! • • • Enter from Main or Wayne

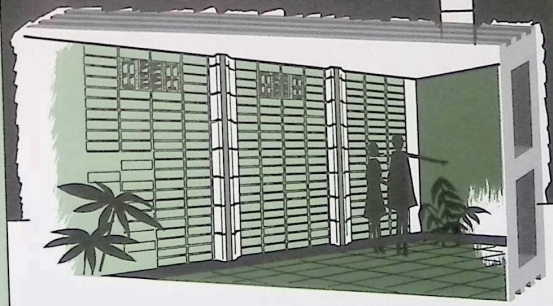
mc

McCAFFERY COMPANY

For nearly 40 years this family owned and operated firm has provided Michiana with the finest in electrical appliances and electronics for the home, and electrical equipment for industrial and construction application. They are the exclusive area distributor for all Westinghouse consumer and apparatus products. In addition many other nationally recognized electrical products are represented. Friendly, efficient service from a ready-to-deliver inventory in office and warehouse facilities of 50,000 sq. feet have been one facet instrumental to the success of the firm. Since its founding by the McCaffery brothers in 1928, loyal and dedicated employees have provided the base for solid growth and reputable leadership in this area. Officers (l to r) JAMES ROBERT McCAFFERY, president; JOSEPH J. McCAFFERY JR., vice president; JAMES RICHARD McCAFFERY, secretary-treasurer.

To Accent the Art of Architects and Builders

Graciously beautiful brick, tile and structural clay products —supplied with complete planning and engineering service



Materials of Proven Excellence

- Facing Brick • Glazed Tile
- Partition Tile • Solar Screen Tile
- Masonry Cements and Compounds
- Heatilator Fireplaces • Donley Products
- Joseph Goder Incinerators
- H. K. Porter and J-M Refractories
- Van-Packer Chimneys
- Kinnear Rolling Doors

ROSE

FUEL & MATERIALS, INC.

513 East Madison St., South Bend, Indiana
Phone 234-2133

SUPPLIERS TO THE BUILDING INDUSTRY FOR OVER 50 YEARS

CALHO FENCE CO. INC.

1700 W. Ford St., South Bend, Ind.

FENCE SPECIALISTS

RESIDENTIAL—COMMERCIAL—INDUSTRIAL

A growing company in a growing community.

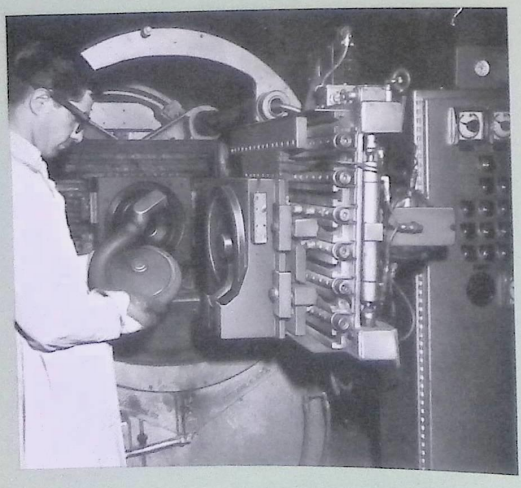
CREATIVE PACKAGING FOR INDUSTRY
A busy industrial area requires a dependable supply of packages in a variety of styles and materials, designed to meet the special needs of each user.

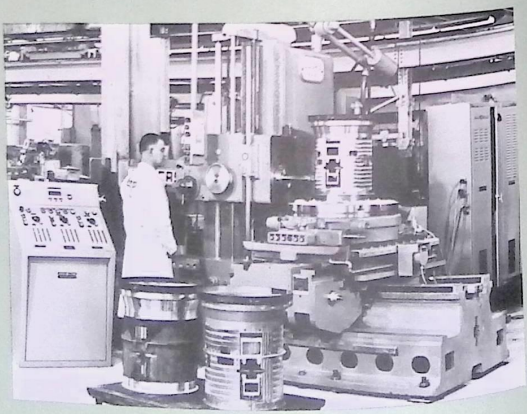
The South Bend Division of Stone Container Corporation produces a uniquely wide variety of packaging; corrugated shipping containers, folding cartons and tags—and maintains complete, integrated design facilities.

STONE CONTAINER CORPORATION
South Bend Division

INDUSTRIAL SAVINGS & LOAN ASSOCIATION
For the past 46 years, Industrial Savings & Loan has provided the South Bend-Mishawaka community with personalized service in the field of savings and mortgage loans. Known for stability and friendly service, their keynote is flexibility—arrangements are tailored to suit every individual. Their experienced staff, led by Forrest E. Gantz, President, will be happy to assist you with any money needs.
J. M. S. Building—Main at Washington, South Bend
232-2085

SIBLEY MACHINE & FOUNDRY CORP.
Established in 1874, this leading producer of quality hydraulic castings is one of South Bend's oldest industries. The Sibley Foundry Division produces high-density, gray and ductile iron castings, electric furnace metals and shell cores of a quality suitable for hydraulic spool valves and other complex parts. The Sibley Machine Division includes complete machining facilities for faster, more efficient service on all jobs. John McIntyre, President, William Voll, Vice President.
206 E. Tutt Street, South Bend 288-4611



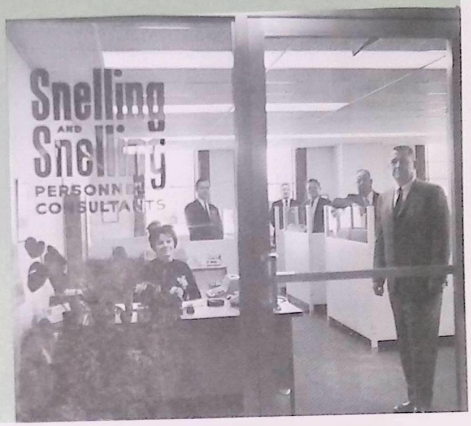


SNELLING & SNELLING PERSONNEL CONSULTANTS

"With over 300 offices coast to coast, Canada & South America and a large local staff of professionally trained specialists in the Sales, Administrative, Technical and Clerical fields, we can pretty well assure you of finding the position you want or the man you seek," says Colin R. Reed, President. "We are especially proud of our free 'Summer Job Placement Program' available to high school and college students in the area."

224 W. Jefferson Boulevard, South Bend

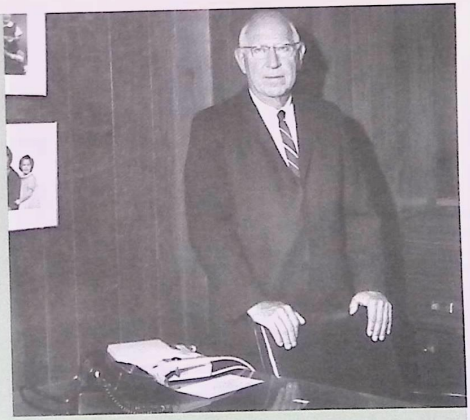
South Bend 234-9011
Elkhart 293-4511



PRINCESS HOMES INC.
NORTH SIDE LUMBER CO.

With many years of experience in design and construction, Princess Homes have developed a line of cost-cutting components manufactured especially for custom builders, but also available to individual home buyers. These components adapt the advantages of fabrication without sacrificing quality and individuality. Additional services include architectural planning, financing assistance, carpenter erection service, and prompt delivery with modern equipment.

A. E. Bayman, General Manager
518 E. Marion Street, Mishawaka 255-3111



SOUTH BEND RANGE CORP.

Part of the local industrial community since 1898, the South Bend Range Corp. is one of the largest manufacturers of gas commercial cooking equipment in the United States. Their product line includes heavy-duty ranges, ovens, broilers, and fryers—and features the famous Magic Ray Infra-red line of broilers, ranges and fryers—to meet the cooking needs of any commercial cooking establishment, large or small. John J. Woolverton, Jr., President.

201 S. Cherry Street, South Bend 46621 219 287-6586

RIETH-RILEY CONSTRUCTION CO., INC.

Rieth-Riley built its first road in 1916. Since that time, the company has become one of the largest and most successful road and bridge construction firms in the Midwest. Versatile and progressive thinking, plus new techniques and modern equipment have made this growth possible. From small residence driveways to bridges and 4-lane superhighways, Rieth-Riley enjoys a history of satisfied customers —both public and private—small and large.

24355 State Road, #23, South Bend 288-8321

Torrington has the precise answer, in South Bend...

Engineers all over the world know that Torrington has the precise answer to their bearing problems, because Torrington makes every basic type of anti-friction bearing. The international scope of the 101 year old company includes modern plants in North and South America, Europe, and Asia, complemented by a world-wide sales organization.

The Bantam Bearings Division of The Torrington Company, in South Bend, is one of our "big bearing" plants. Here, we specialize in large ball, spherical roller, cylindrical roller, and tapered roller bearings that are used in metal rolling mills, lift bridges, hydro-electric dams, construction equipment, and a host of other mechanisms that demand the utmost in strength and dependability. Not only in South Bend, but all over the world, Torrington bearings are known for their modern design, precise manufacture, and long service life.

THE TORRINGTON COMPANY
BANTAM BEARINGS DIVISION / SOUTH BEND, INDIANA 46621

makes every basic type of

anti-friction bearing

CHARLES EHNINGER FLORIST

Charles Ehninger Florist is proud to be a vital part of the South Bend business community. They know that distinctive floral gifts are the perfect choice for businessmen, and specialize in meeting the needs of executive gift-giving. Prompt, personalized service backs up their slogan, "We deliver happiness." Be among the many who come from miles around to see the magnificently decorated windows of this beautiful "Shop Around the Corner."

111 W. Wayne Street, South Bend 232-7976

GREAT NORTHERN DISTRIBUTORS, INC.

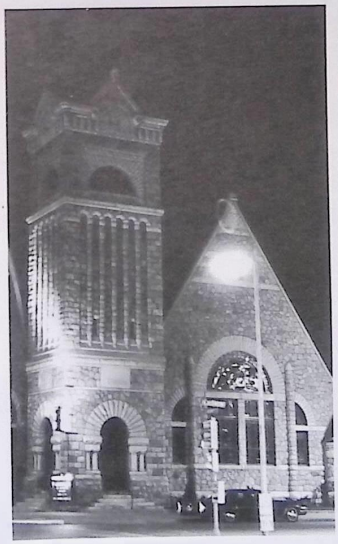
As the only wholesale distributors of Norge appliances, General Felt Products, and Armstrong floor coverings in the South Bend area, Great Northern Distributors maintains a complete up-to-date stock for immediate delivery to franchised dealers. Visitors to their large, modern showroom will enjoy the maximum service and personalized attention that have spelled this firm's continuing success.

1117 West Sample Street, South Bend 289-4055

STRONG SPIRITUAL INFLUENCE

Pervading the Valley Community is a strong spiritual undercurrent reflected in large church membership and attendance. There are over 200 churches in the cities of South Bend and Mishawaka, representing more than 50 faiths or denominations. These include the complete spectrum of Protestant congregations, Catholic parishes, Jewish temples or synagogues and a large number of independant orders or sects. Based on a strong historical and contemporary influence, spiritual life in both South Bend and Mishawaka is a significant factor underlying a brotherhood in this warm, friendly community.

Overlooking St. Mary's Lake, adjacent to the University of Notre Dame, are the beautifully kept grounds and facilities of Our Lady of Fatima Shrine with its Retreat and Mission House. This shrine and its associate functions is under the supervision of the Holy Cross Fathers, founders of the University. Retreats for men, women, married couples, family groups or young people are provided for at the Retreat House, and each September a public novena to Our Lady of Fatima is held for nine evenings at the shrine. Commemorating the series of apparitions of a glorious angel, first occurring in Fatima, Portugal, the shrine has become well known as a pleasant place where people can step away from the rush of modern life long enough to reaffirm their faith and rediscover the worth of a Christian life.



WELSHEIMER FUNERAL HOME, INC.

For 25 years the South Bend community has trusted this family owned and operated establishment to provide dedicated, helpful service. In an atmosphere of sympathy and comfort, trained personnel make arrangements to fit the financial means of any family. Whenever the need for an ambulance arises, call Welsheimer for 24-hour service. Member of the National Selected Morticians since 1950.

521 N. Williams St., South Bend 232-4857

WILLIAMS THE FLORIST

Proud to be the oldest established FTD florist in the Michiana area, Williams the Florist is now entering its 51st year of serving the local community. For exotic floral gifts, gracious funeral designs, or elegant permanent arrangements to enhance any decor—in office or home—South Bend trusts Williams for careful, courteous attention. Delivery throughout St. Joseph County.

219 W. Washington—Opposite Tower Building 233-5149

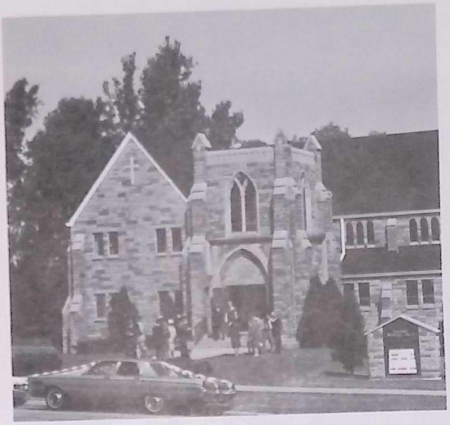
E. Sowala A. R. Thompson C. D. Colip

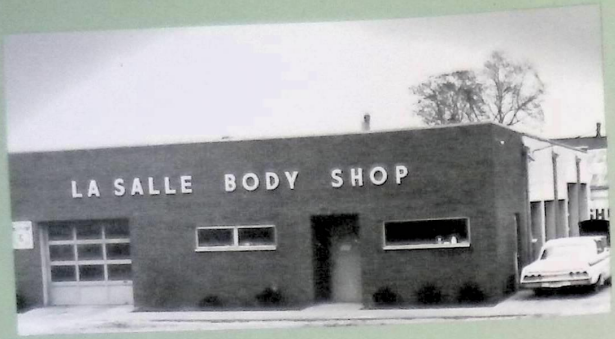
COLIP BROTHERS ELECTRIC, INC.

Founded 58 years ago, Colip Brothers is proud to have "grown up" with South Bend and the electrical industry. In addition to a major retail store featuring quality Zenith and Westinghouse appliances, their expert staff of professional engineers help solve the electrical contracting needs of business, institutions, and industry. Radio equipped trucks assure fast and efficient maintenance service.

Mr. Charles D. Colip, President, son of the firm's founder, has long taken an active part in South Bend community affairs. An electrical engineering graduate of Purdue University, he is past president of the Rotary Club and the YMCA.

114 W. Wayne Street *Electrical Contractors* 288-4708
South Bend, Ind. *Retail Store* 287-3371

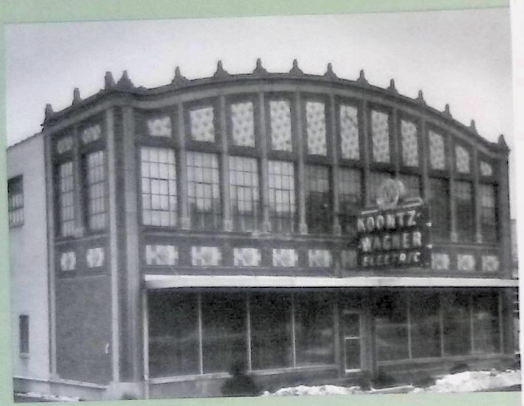




LA SALLE BODY SHOP

Backing every job—large or small—with a written guarantee has made La Salle a trusted name in South Bend for 20 years. Fully equipped to do the COMPLETE job on the premises, they provide faster, more efficient service than shops which must sub-contract. Services include auto and truck painting, glass installations, body and fender repair—and complete frame and chassis service.

503 E. Colfax Avenue, South Bend 232-4146



KOONTZ WAGNER

The largest electrical repair facility in the Michiana area, Koontz-Wagner Electric Co. has provided South Bend industry with complete electrical engineering and maintenance service since 1922. They're specialists in quality motor repair or rebuilding, electrical construction and contracting, the custom design of control panels, the application and sale of electrical and mechanical equipment, and the manufacture of solenoids and valves. Fully equipped service trucks—complete with testing and balancing equipment—are always ready for action.

516 N. Michigan Street, South Bend 232-2051

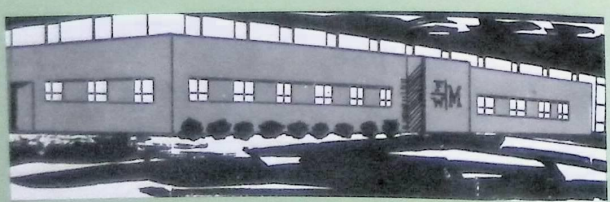
Manufacturing Plant: 343 Lincolnway West, South Bend

TELEPHONE ANSWERING SERVICE

"If it can be done by telephone, we can do it" is the proud slogan of this 22-year old firm, and they prove it 24 hours a day, seven days every week. They serve with live telephone secretaries both large and small business as well as both commercial and professional individuals—each "telephone secretary" is specially trained to be efficient, courteous, pleasant and are chosen for their resourcefulness and good judgement. Branches also in Michigan City and Elkhart, Indiana.

Harry C. Davis, Director

106 W. Monroe, South Bend 46601 232-8233



F. W. MEANS & CO.

Operators of CLEAN TOWEL SERVICE

and INDUSTRIAL TOWEL & UNIFORM SERVICE

Serving the industries, hospitals, and commercial establishments of the South Bend community for over 50 years, F. W. Means & Co. is happy to announce the recent opening of brand-new facilities, featuring the latest, most modern equipment. This desire to expand their service and grow with the city clearly demonstrates their continuing confidence in South Bend's future.

3701 Progress Drive, South Bend 232-8093

DEARBORN FABRICATING AND ENGINEERING CORPORATION

Located in Mishawaka for 12 of its 21 years in business, the Dearborn Fabricating & Engineering Corporation is a strong and integral part of South Bend-Mishawaka's economy. One of the city's fastest-growing firms, they maintain an average annual employment of 300 people. As leading steel fabricators, they specialize in the design and manufacture of heavy-duty cranes, conveyors, and machinery moving for business and industry throughout the country. Dearborn's staff of professional engineers and skilled craftsmen, under the leadership of Harry Dunville, President, plus their modern machine shop, flame cutting and welding facilities, and large stock of steel shapes, all combine to produce custom-designed machinery to suit the individual needs of every firm—large or small.

1131 E. Fifth Street, Mishawaka *259-2444*

VOGUE BEAUTY COLLEGE

For over 20 years young men and women have come to Vogue College for professional, modern instruction in all phases of beauty culture. Here they become expert hair stylists, skilled in the art of creating today's coiffure fashions to suit every individual. The versatility and success of Vogue graduates backs up their slogan, "You are in vogue—at Vogue."

104 N. Michigan Street, South Bend 232-8281

SOUTH BEND COLLEGE OF COMMERCE

The South Bend College of Commerce is an accredited, two-year co-educational institution offering college level courses in the field of business education. Established in 1882, the College is one of the oldest institutions of its kind in the country—the oldest in Indiana. The school provides free placement to assist students in finding part-time employment while in school, and full-time positions after graduation.

212 S. St. Joseph Street, Zip Code 46601 233-3191

HILLVIEW INC.

DAIRY STORES BAKE SHOPS

Hillview Dairy Stores and Bake Shops are well known for their top quality, wholesome products and friendly service. Family owned and operated for over twenty years, they make all their own products, including delicious ice cream and a wide variety of fresh, home-made pastries. To keep pace with the needs of an ever-growing community, they are now opening their 18th new store. "There's a Hillview store near you" is your assurance of convenient, quality shopping.

Located throughout South Bend and the Mishawaka area. 234-4051

EDUCATIONAL ADVANTAGES AT EVERY LEVEL

A wealth of educational opportunity is presented by the schools, colleges, and universities of the Valley Community where a youngster may progress from kindergarten through college without leaving the region. The two cities offer facilities which are unsurpassed by any other metropolitan center of equal size in the nation.

The South Bend Community School Corporation is responsible for the operation of 49 public schools in the city and seven surrounding townships. There are 21 elementary schools, 20 elementary-junior high combinations, and 8 senior high schools. The physical plant represented by these various schools represents an insured value of more than $70 million.

There are more than 36,000 children in the kindergartens and grades one through twelve. A staff of over 1,400 people administers the school program and includes principals, supervisors, clerical personnel, instructors, subject area coordinators and specialists in educational administration and supervision. A strong academic program is coupled with vocational courses to provide a well-rounded educational experience for area youngsters. The basic program is supplemented by special classes for the physically and mentally handicapped, the gifted and the economically disadvantaged.

Mishawaka's public school enrollment is nearly 7,000 in 11 schools. There are seven elementary units, two junior high-elementary combinations, one junior high school and one senior high school. An accumulated building fund adds new schools when sufficient funds have been raised, assuring low interest rates and an overall economy to the citizenry. The educational philosophy is based on the concept of a well-balanced program providing individual development opportunities in an environment of dedicated teachers, fine buildings and well arranged course selections. There are strong remedial reading programs in the elementary grades in recognition of reading as the heart of education. There is also a very extensive foreign language program in the elementary grades, teaching Spanish, French and German.

Grades four through six are departmentalized in accordance with student abilities and in junior high school, there are as many as five ability levels within a given class. The senior high school curriculum is so designed that a student seeks his level by course choice. Significant high school programs include a number of college preparatory courses and foreign language laboratories with 30 booths for taped language listening. Speed-reading is another very fine course given for those emphasizing a strong academic program. For students not going on to college, a comprehensive vocational program exists which includes a variety of practical courses in manual arts, commercial studies, home economics and a cooperative training program.

A Children's Museum is operated in Mishawaka by the Board of Education. Featured are historical items, pioneer relics, foreign articles and scientific materials. This facility also serves as the audio-visual quarters for the school system.

Parochial schools in South Bend-Mishawaka number 21 and there are nearly 7,500 students in attendance. Nineteen of the schools comprise the elementary grades while the other two

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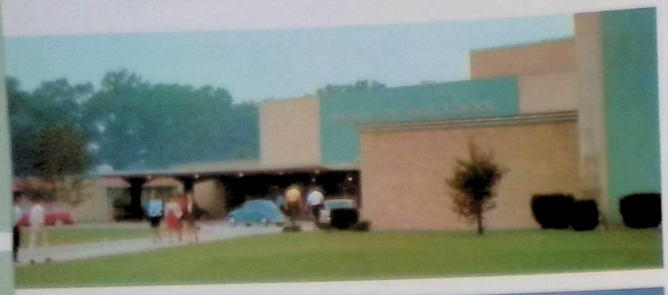
EDUCATIONAL ADVANTAGES (CONTINUED)



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are senior high schools. Course programs are broad and diversified, coordinating the concepts of Christian life with the development of the individual.

There are more than 2,000 adults in various evening classes in a variety of educational programs.

The Stanley Clark School is an independant co-educational day school inclusive of kindergarten and grades one through nine. There is an enrollment of 250 students at this very complete, attractive school which occupies a 30-acre campus on South Bend's southern perimeter. Progressive course programs include instruction in French in the first grade and both Latin and algebra introduced at the seventh and eighth grade levels. Academically, the school is prepared to meet the needs of average and above average students.

Visible from a wide area on the northern fringe of the community is the towering symbolic gold dome of the University of Notre Dame Administration Building. Once an obscure wilderness school founded in 1842 by a group of French missionaries, the famed University of Notre Dame has become one of the great institutions of higher learning in the world today. A log chapel, located at the site of the future university had served as a mission outpost of Rev. Stephen Theodore Badin, the first Catholic priest ordained in the United States. Presently, a replica of that original cabin stands amid the 83 buildings of the University's beautiful campus which includes structures of historical interest in addition to many of the most modern, highly developed educational facilities in existence.

Now past its 125th year of service to the nation and to the church, the University consists of a Graduate School, the Notre Dame Law School which is the oldest Catholic law school in the United States, and four undergraduate colleges. Comprising the undergraduate program are the Colleges of Arts and Letters, Science, Engineering and Business Administration. Specialized units include the Lobund Laboratory, the Mediaeval Institute, the Jacques Maritain Center and the new Center of the Study of Man in Contemporary Society.

Notre Dame's scientific laboratories have won wide acclaim for producing the basic synthetic rubber formula, discoveries in the field of hydrocarbon research, radiation chemistry, medical research and unique developments of germ-free life. Grants totaling over $7 million annually attest to the quality of the University's research studies, always an important mission of great universities. A new $2.2 million Radiation Research Building erected by the U.S. Atomic Energy Commission is the seat of the most extensive radiation chemistry research program now underway on any American college campus. Other research efforts are directed toward nuclear physics, international relations, aeronautical and metallurgical engineering and the social sciences. A new Computing Center aids in expediting the vast scientific programs of the University and central to the University's nuclear studies, an "atom smasher" is housed in Niewland Science Hall. Eleven library units, in addition to the giant 13-story Notre Dame Memorial Library, serve the students and faculty of the University.

Notre Dame's students are renown for scholarship and spirit, representing every one of America's 50 states and over 40 foreign nations. While Notre Dame is Catholic in its origin, traditions, philosophies and atmosphere, other denominations have always been well represented. Religion is at the heart of Notre Dame's existence, the many chapels and shrines serving as reminders that spiritual worship and morality are the mark of the Notre Dame man. Courses in theology are included in

the curricula of all four undergraduate colleges and it is the University's conviction that development of professional competence must be supplemented by the growth of both moral and social responsibility. A faculty of 550 scholars and artists, who hold advanced degrees from practically every major university in the world, provides instruction for a student body numbering more than 7,300. Over two-thirds of the students live on the campus in eighteen residence halls, each with its own chapel. Nearly a third of the campus buildings provide living, dining and recreational facilities on the wooded 1,000-acre grounds. Almost 2,000 students are members of the Army, Navy and Air Force ROTC units of the University.

Virtually a self-sustaining city with its own utilities, communications, hotel and staff of nearly 2,300, Notre Dame operates on a yearly budget of over $50 million yet has one of the smallest endowments of all major private universities. The first phase of Notre Dame's greatest development program was just completed with $22 million worth of new facilities, faculty development, student aid, academic programs and special administrative projects. A $20 million "Challenge II" program is now in progress and like its predecessor, received $6 million in matching funds from the Ford Foundation as one of the original participants in its Special Program in Education. Alumni, friends and corporations have extended grants and gifts exceeding $18 million. A magnificent twin-domed Athletic and Convocation Center, with more than 400,000 square feet of space in two arenas, is nearing completion. This will be the site of commencements, civic events, sports competition, ice skating, concerts, conventions and athletic practice, with special built-in stage and television facilities. With a sports event seating capacity of 12,000, this is the largest facility of its type between Chicago's McCormick Place and Detroit's Cobo Hall.

Beautiful Saint Mary's College, on 275 acres of landscaped campus along the St. Joseph River, offers a Catholic liberal education to its 1,500 graduate and undergraduate women students. Young women from nearly every state and many foreign countries come to the college to avail themselves of the splendid academic facilities which have to date educated many thousands of women for a full, intelligent life. Founded in 1844 by the Sisters of Holy Cross, the college is steeped in tradition. This was the first women's college to grant a Doctorate Degree in Sacred Theology and for a half-century a four-year teacher-training program has been offered. Here, too, is one of the very few women's colleges with an undergraduate research program in science, sponsored by the National Science Foundation. A graduate course in education is also offered at St. Mary's.

The departments of Music, Speech, Drama and Art at St. Mary's offer lectures, course programs, demonstrations and laboratory experiences all within the context of a Catholic Liberal Arts program. Artistic growth, professionally developed skills and techniques, teacher preparation for certification and cultural enrichment are the prime objectives to which these departments are dedicated. The majority of students take at least two years of directed training in the liberal arts prior to specialization. There are 20 well-staffed undergraduate departments offering course majors in the fields of art, biology, chemistry, Christian culture, classical languages, history, mathematics, music, sociology, speech and theology. Minors may be chosen in psychology, political science, secondary education and the fields previously mentioned. The Bachelor of Science program includes biology, chemistry, mathe-

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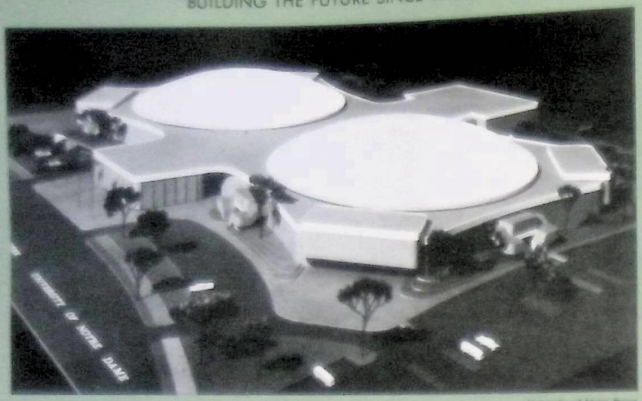
"BUILDING THE FUTURE SINCE 1910"



Athletic and Convocation Center — University of Notre Dame

SCHUMACHER SONS INC.

321 SOUTH SPRING STREET — PH. 259-5205

MISHAWAKA, INDIANA

The View from a Hill—1967

Like the waves washing a sandy beach, ever-changing the stones and shells, time goes on. Life's warm pulse ebbs and flows in its continuing cyclic pattern.

The spirit of earth is change. It is change by evolution, change by season, change by technology.

The spirit of man is stability. His tools may change, his buildings may change, his physical make-up may change, but the animating force that drives him forward remains the same.

Man looks to the moon as Columbus looked to the earth's supposed "edge." Man looks at poverty as the alchemist of old looked at the "plague." The desire for improvement is there, and in his faltering way man will succeed. It is man's will that finds a way.

The tangible realities of the human society striving for improvement are everywhere. Signs of mankind's industry, his love, his faith, and his hope abound.

Look at your own city, or for that matter, your own home.

The signs are there . . . as they always have been.

INSTITUTIONAL
COMMERCIAL
INDUSTRIAL
CONSTRUCTION

THE VALUE OF A HOME BY PLACE AND COMPANY, INC. CAN BE SUMMED UP SIMPLY:

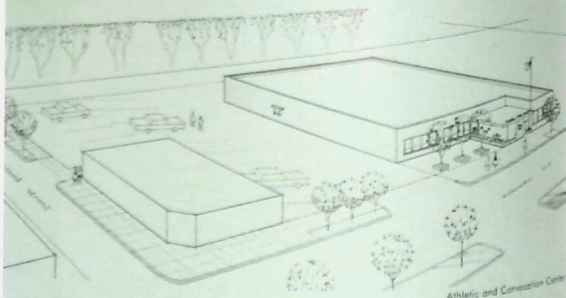
1. Distinguished design, properly engineered.
2. Fine materials, each properly related to its use.
3. Experienced craftsmen, properly supervised.

You'll note that we've used the word properly three times in a row. It's really the key to value in housing and it is no accident. Years of experience and total dedication to the creation, know that the job is being done properly. At Place and Company . . .

THERE'S ONLY ONE WAY TO BUILD A HOME AND THAT'S THE RIGHT WAY.

Homes in our 1967 Portfolio can be seen and purchased in the communities of Scottsdale and Kensington Farms - or we can build for you any place in Metropolitan South Bend.

PLACE AND COMPANY, INC.



Athletic and Convocation Center
Ellerbe Architects

POWELL TOOL SUPPLY, INC.

For nearly 20 years, Powell Tool Supply has provided South Bend industry with the finest in service. Exclusive local distributors for Carborundum, Chicago Pneumatic Air Tools and many other top manufacturers, they maintain a large inventory for immediate delivery. Trained product application sales engineers offer specialized service that is unique in the area. Remember, "When you have tools to buy—order from Powell Supply."

1338-40 Mishawaka Avenue, South Bend

(Continued from page 29)

matics and medical technology as fields of concentration.

St. Mary's very beautiful O'Laughlin Auditorium, adorned by famed Charlot frescoes representing the fine arts by picturing those who have practiced them, is a cultural center for the entire region. Specially renowned is the college's program of opera, ballet, drama, musical comedy, lectures and student productions. The Holy Cross Central School of Nursing is headquartered at St. Mary's, with classroom and laboratory facilities augmenting practical training at area hospitals.

Founded in 1947 by the United Missionary Church, with a motto "Christ at the Helm," Bethel College has become a well known Christian liberal arts college with an emphasis on teacher training. Located on a 66-acre campus in Mishawaka, this co-educational college with its warm, friendly atmosphere, is presently enrolling over 500 students from throughout the world with programs of study consistent with the college's philosophies and objectives. Study majors include Biblical literature, Christian education, elementary education, English, history, missions, music, pastoral theology and science. A long list of courses provide for either all or part of the necessary educational opportunities required for career preparation in a variety of fields such as pre-medical, pre-nursing, law, business, social work, Christian service and others.

At Bethel College, a broad range of student activities are part of a planned co-curricular program considered important to complete enrichment of student experiences. Council, fellowship clubs, an International Relations Club, the Ministerial Association, Music Club and Science Club are some of the many student organizations which have wide participation. The Bethel College Music-Lecture Series is an important activity conducted at the college's Goodman Auditorium. Already graced by a number of new and handsome structures, the college and its campus is in the midst of a 20-year development program which includes a planned $3 million expansion.

The South Bend-Mishawaka Campus of Indiana University is part of a regional campus network of the state university, offering a four-year credit program in Elementary Education as well as certain fields of Business Administration. Its development came with the need for expanding the total facilities of Indiana University, the nation's 12th largest university with over 41,000 students on seven campus sites. In the near future,

this new and modern extension of Indiana University will be awarding degrees in as many as 20 liberal arts majors. There are presently 2,700 credit students enrolled, 300 of whom are in graduate studies and 1,200 of whom are full-time undergraduate students. The campus includes facilities for language study, science laboratories, an art studio, library, student and faculty lounges, bookstore, administrative offices and one of the most adequately equipped theatres in the state. The latter seats 800 and serves for student theatrical and musical events in addition to providing for programs of community interest. There is planning in progress relative to further campus development to meet the continually growing demands of the University in the Valley Community.

Over 300 students are enrolled in the South Bend College of Commerce which is a professional school of business education for high school and college graduates. This is a two-year co-educational institution founded in 1882 and designed to effectively prepare people for careers in business through Associate Degree programs in accounting, marketing, business management and secretarial science. Diploma courses include secretarial and stenographic studies, and junior accounting.

On a 165-acre tract west of Notre Dame is the $2.5 million Brothers of Holy Cross Junior College. This is a 2-year liberal arts college which anticipates an enrollment of 300 students. In addition to classroom facilities, there is a laboratory, auditorium, library, infirmary, and gymnasium.

FABRICATED STEEL PRODUCTS OF INDIANA, INC.

Steel is an important commodity in South Bend-Mishawaka's booming industry, and Fabricated Steel Products is an important name in Steel. Locally based for 21 years, they conduct business throughout the U. S. A., considering no job too large or small. One of South Bend's largest employers, this diversified corporation provided many services: Engineering, steel distribution, heavy industrial and structural steel fabrication, as well as boiler repairs and outside maintenance. Their modern, efficient plant has recently expanded to 100,000 square feet, and includes the new Steel Service Center Institute. Bring your steel problems and questions to their qualified staff of professional engineers and skilled craftsmen—they operate as a team and take pride in producing a truly superior product.

2025 S. Main Street, South Bend *288-9181*

ABLE GOVERNMENTS FOR A PROUD COMMUNITY

Progress and efficiency have become trademarks of the governments of South Bend, Mishawka and St. Joseph County. Both cities have mayor-council governmental systems dedicated to protection of the health, safety and welfare of the community as a whole. A proud accomplishment of South Bend's civic leaders is the development and maintenance of water and sewer systems capable of handling tomorrow's needs in consideration of a population growth of over 17 per cent. City officials have kept close watch over the requirements of the community during the course of its expansion and in so doing have been instrumental in gaining numerous street improvements, highly developed parks, proper zoning beneficial to all, a respected judicial system and a highly capable School Board.

South Bend's police establishment is manned by over 200 well-trained officers and four canine units. Mobility is excellent, with 51 vehicles of various types deployed with uniformed police, detectives and special investigators. An efficient police radio system is maintained for interdepartmental communication as well as contact with county, state and nearby city police.

Fire protection in South Bend is provided through 15 geographically distributed stations operating 14 pumpers, two high-pressure squads, one rescue truck, four aerial ladder trucks, an ambulet an two snorkel units. All are radio-equipped and a system of 451 alarm boxes is provided within the city. Personnel presently numbers nearly 300.

The city of Mishawaka is constantly upgrading all facets of its municipal government and its services. New street and park lighting has accompanied a major program of street resurfacing with improved maintenance. Storm and sanitary sewers have recently been completed as part of this comprehensive civic program. Mishawaka includes electric service with the water and sewer utilities under city administration. These utilities show a profit and pay taxes to the city, helping to keep the tax rate at a minimum.

Mishawaka's 56-man police department operates six patrol cars, one ambulance, and one ambulet. Fire safety is in the capable hands of a 73-man fire fighting force with eight pieces of rolling stock in four strategically located stations.

The expanding services rendered by 844 county employees have necessitated the construction of a new $7.9 million County-City building with centralized administrative offices for both South Bend and St. Joseph County. In addition, the county jail is located here with the sheriff's police force.

VARIED ANCESTRY TO VARIED INDUSTRY

The Old Studebaker Mansion: now a museum

In 1900, of nearly 59,000 residents of St. Joseph County 20 per cent were foreign born. This was the result of a significant immigration from Europe to meet the manpower demands of an industrial complex burgeoning even in that day. The early Indians were permitted to remain in the area in numbers large enough so that even today there are many of their descendants living in or near the community. The second and third generations of early immigrant groups have blended into a mold of people with all possible heritages, coupled with the varied backgrounds of descendants from the farm people who came here in the 1800's from throughout the east, central and southern states to settle in the St. Joseph River Valley.

The harmonious melting pot which is South Bend and Mishawaka had its beginning when early French explorers, including the famed La Salle, set foot on these lands in search of a portage from the St. Joseph River to the Kankakee River. This occurred in 1679 although Father James Marquette is presumed to have passed through here earlier. The first white settler in the region is believed to be Pierre Navarre who arrived in 1820 to establish a trading post for the American Fur Company. At that time and before, this was Indian territory inhabited by the Potawatomi and Miami Tribes. There are stories of a smallpox epidemic among the Indians just before the arrival of the first white men. With memories of suffering and death as a result of this epidemic, the Indians lost interest in the area as a permanent settlement and offered little opposition to the new white settlers.

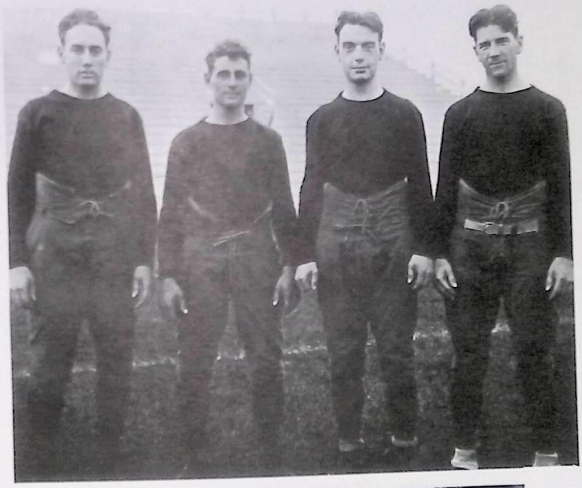
The beautiful legend of Princess Mishawaka, daughter of the Shawnee Chief Elkhart, tells of her romance with the white hunter "Dead Shot," and his struggle with her abductor Grey Wolf, giving a romantic background for the lovely Indian name of the present day "Princess City."

Alexis Coquillard, another Frenchman, was sent here to make the fur trading post a permanent fixture. Shortly after his arrival, he founded the site of Big St. Joseph Station which became South Bend in name several years later in 1830 when officially designated as such by the fledgling United States Post Office Department.

The discovery of large bog iron deposits at the present site of Mishawaka in 1831 paved the way to an industrial future when iron works and blast furnaces were set up in 1833. At that time, the community was known for its stoves, plows, mill gearing and cooking utensils. In 1852, a second wave of industry was initiated with the arrival in South Bend of the Studebaker Brothers who founded an automobile empire.

Industry flourished in succeeding years but in late 1963 the Studebaker Corporation terminated production due to competitive pressures and continuing losses of an adequate share of the market. However, today there are about 350 diversified manufacturing establishments in the South Bend-Mishawaka area, representing every one of the Federal government's 19 standard industrial classifications. With this diversity of industrial might, free of the fluctuations inherent in a one-industry dominated city, has come a steady prosperity of which the community is justly proud.

Top Left: Historical Council Oak
Center: The Legendary Four Horsemen
Bottom Left: Princess Mishawaka Marker
Below: Nationally Renowned Knute Rockne



BONANZA SIRLOIN PIT

Looking for thick, juicy, western-style steaks—char-broiled just the way you like 'em? Then come to South Bend's newest restaurant, the Bonanza Sirloin Pit. You'll enjoy the "Old West" decor, the prompt, friendly service, and the hearty meals at reasonable prices that you'll find here. Plenty of free parking. Open 11:00 AM to 9:00 PM, seven days a week. Your host, Jake Link, Manager.

1835 Lincolnway East, South Bend *282-1264*

DODGE
of Mishawaka, Ind.

Providing industry with superior products for mechanical power transmission has sparked the growth of Dodge Manufacturing Corporation and made it a vital factor in the South Bend-Mishawaka business community. Dedication to that purpose is shaping the company's future as a leading supplier of industrial equipment.

Although Dodge owes allegiance to many people, including stockholders and customers throughout the land, this is a locally managed business with strong ties to the community in which it has grown and prospered since 1878.

Dodge is proud of its reputation as a good corporate citizen of the Michiana area. Four generations of men and women have found this a good place to work. Suppliers and customers alike place their confidence in the company's record of integrity.

As stewards of a profitable business, Dodge pays millions of dollars annually in federal, state and local taxes, and also sets aside generous amounts for the support of educational and charitable projects.

Its products for the transmission and control of mechanical power contribute to the efficiency of every industry in the United States, and in many foreign countries. The Dodge catalog lists such equipment as speed reducers, chain and V-belt drives, shaft couplings, industrial mounted bearings, and several types of adjustable speed drives.

DODGE MANUFACTURING CORPORATION

MAIN ENGINEERING & MACHINE WORKS INC.

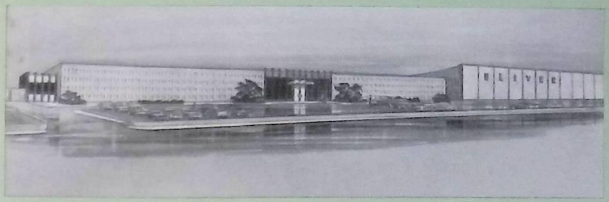
Specializing in quality contract machining for industry for 22 years, the Main Engineering & Machine Works puts years of expert know-how into every product. They are the manufacturers of famous FLEX-RING couplings, which improve the performance and lengthen the life of fractional horsepower motors used in motor driven fuel pumps, generators, fans and similar applications. William F. Smith, President.

402 E. Madison St., South Bend *234-5477*

OLIVER CORPORATION

One of South Bend's largest employers for 112 years, the Oliver Corporation manufactures a wide variety of modern farm equipment. Their plows, harrows, planters, cultivators and other tillage tools help the farmer increase his production of food and fiber at a profit to himself and to the consumer. Smart farmers know it's "Oliver for Men Who Grow!" Sam W. White, Jr., President; Roger A. Michailoff, Plant Manager.

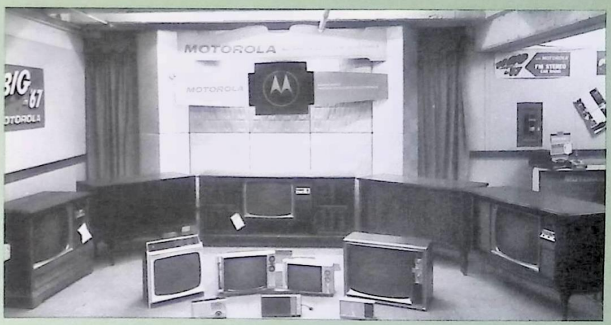
533 S. Chapin Street, South Bend 287-2301



SOUTH BEND ELECTRIC COMPANY, INC.

"Wholesale Distributors Since 1919," the South Bend Electric Company is the oldest wholesale electrical distributor in Northern Indiana. Serving retail dealers, industry, and electrical contractors, they are the exclusive South Bend-Mishawaka distributors of Motorola consumer products, exclusive Indiana and Michigan distributors of Crouse-Hinds traffic signals, and also maintain an extensive inventory of electrical construction materials, available for immediate delivery. Under the leadership of Joseph A. Haase, President, this firm has enjoyed an enduring reputation for finest quality merchandise and reliable, friendly service for 48 years.

439 E. Colfax Ave., South Bend 233-9406



GREAT LAKES FOUNDRY

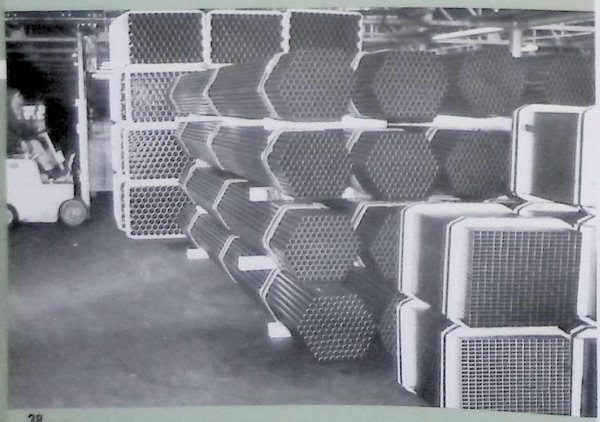
As a division of Cummins Engine Company, Great Lakes Foundry provides major U.S. manufacturers with quality, high-volume diesel and automotive castings.

This firm's rapid growth is attributed to large volume capabilities, diesel quality iron, and the addition of non-automotive customers.

1100 Prairie Avenue, South Bend 287-1801

BOB RANS WHOLESALE CO., INC.
A visit to the Bob Rans Wholesale Company, Inc., showrooms will explain the firm's 18 year success story. As the exclusive distributor of Kentile floors, Thomas Pride Mills carpet, Romany-Spartan and U.S. Ceramic walls and floors, Monarch and Marshall Ceramic Tile, Ozite products and other quality wall and floor coverings they take pride in their vast ready-to-deliver stock; but they never forget that continued patronage is earned by friendly, efficient service as well.
1702 S. Franklin Street 288-1433

LOCK JOINT TUBE COMPANY, INC.
Founded in Mishawaka in 1909, this dynamic firm is now one of the nation's leading manufacturers of mechanically and electrically welded steel tubing. Reknowned for high quality products, they have constantly expanded their services to keep pace with changing times—welded tubing has taken on a new importance with the advent of steel office furniture, dinette and patio furniture, as well as a thousand new mechanical uses. They have also pioneered many special shapes and techniques for welded tube usage.
1400 Riverside Drive, South Bend 233-9358



Community life in the Valley has traditionally included broad interest in cultural activity. A splendid South Bend Symphony Orchestra draws talent from the entire area and provides excellent musical entertainment throughout its annual concert season. Year-round performances by outstanding guest artists, sponsored by the Broadway Theatre League and Civic Music Association, get enthusiastic regional support. South Bend's Morris Civic Auditorium provides an outstanding arena for professionally staged drama, comedy and musical performances. It is also the location for concerts of the Symphony and other musical organizations.

Thespians are plentifully supplied with outlets for their varied talents through four community theatre groups. Opportunity is created for serious acting, musical comedy, melodramatic performance and a host of supporting activities from set decoration to makeup artist.

Painting, sculpture, photography and other crafts are exhibited at the South Bend Art Association where daily classes and workshops are conducted. There is an active Art Institute, and the galleries provide public display of various art forms.

The Northern Indiana Historical Society maintains a museum which is very extensive in content. The collection is comprised primarily of articles representing the Indian, French, English and American occupations of the St. Joseph County area, traced from its beginning.

A powerful cultural influence of the universities and colleges is also felt in the community. Musical and dramatic programs of the Indiana University Extension Division, the Great Books Symposium and the exhibits of university art galleries are all well received by local citizens. Dramatic and musical presentations help to comprise broad programs of varied entertainment and cultural enlightenment brought to the community on a year-round basis by the University of Notre Dame and St. Mary's College.

CULTURAL ROOTS OF AN INTERESTED COMMUNITY

SHIPPERS DISPATCH INC.

Always known as the safe and dependable common motor carrier of general commodities and more recently as "The Extra Service Line," Shippers Dispatch Inc., has had its headquarters in South Bend for 24 years. Their professional drivers, modern fleet of 1,000 vehicles and 13 affiliated terminals located within the Midwest and between port cities of the Great Lakes combine to bridge the industrial Midwest serving any point within the continental United States and Canada in conjunction with other leading motor carriers. Officers of the company invite you to call—they'll be happy to answer all your trucking questions.

1216 West Sample Street, South Bend *Telephone 287-3335*

In fact, I&M's modern facilities supply virtually an unlimited quantity of low-cost electric power to keep South Bend industries growing . . . it's our job. And, for detailed information about industrial sites and available buildings in the dynamic South Bend area, write or call J. L. Flanagan, Division Manager, Indiana & Michigan Electric Company, South Bend, Indiana, telephone 219/233-9371.

American Electric Power System INDIANA & MICHIGAN ELECTRIC COMPANY

MARTIN MACHINE CO., INC.

Martin Machine Co., founded in 1914, has operated under the present ownership since 1921. Throughout these years, they have gained valuable experience in the engineering and manufacturing of high-production tools, dies, gages, jigs, fixtures, special machinery, plastic mold dies, and the precision machining of prototype components. All equipment is maintained in top operating condition and is capable of machining to the present day close tolerances. H. F. Bowman, President.

409-13 W. Indiana Avenue, South Bend *289-5561*

EDWARDS IRON WORKS
DIVISION OF COPCO STEEL AND ENGINEERING CO.

Edwards Iron Works provides Midwest industry with a wide range of services.

Edwards' complete warehouse steel service provides hot and cold rolled bars, sheets, plates, coils and structural sections.

As the largest fabrication shop between Chicago and Detroit fabricated assemblies up to 30 tons can be handled with ease. Welding, forming and rolling of heavy metal parts are a specialty and the plant is geared to both job shop and production runs.

Their famous Copco semi-trailers are superbly engineered to give tough, rugged service for highway and piggyback use, and are built with options to meet customer needs.

Robert L. Sellers, General Manager

2901 S. Main Street, South Bend, Indiana *289-5511*

LIBRARIES FOR A READING CITIZENRY

Readers of the Valley Community are fortunate to have two extensive library systems, represented by the conveniently located facilities in both South Bend and Mishawaka.

The South Bend Public Library is affiliated with the city's Community School Corporation, established by the Board of Education in 1888. Library materials for education, information and recreation are provided to a service area of seven townships in addition to the city itself. The beautifully designed $1.3 million Main Library with its marble interior and boldly sculptured facade is supplemented by four branches and two roving bookmobiles. This central facility was constructed in 1960 and is six times larger than its predecessor building.

There is a pitched-floor auditorium with 178 permanent seats, a public typing room, record listening rooms, public smoking rooms, auto drive-in pickup window and an automatic elevator. Its five subject departments are quite unique and consist of collections categorized for art and music, business and technology, history and travel, language and literature, plus sociology and religion.

There are nearly 250,000 volumes in all, awaiting more than 59,000 card holders. Circulation totals over a million books, better than 13,000 phonograph records and about 290 films. A broad range of periodicals totaling 880 is available to the city's readers. There are 38 newspapers subscribed to and extensive collections of phonograph records, 16 mm films, and microfilms. Staff members regularly present talks on library services or give reviews both in the schools and before citizen groups. Tour groups are regularly accommodated and two meeting rooms are provided for a variety of uses.

The Mishawaka Public Library system is part of a separate library district and is comprised of a downtown central facility and branch unit, both of which serve Osceola, Mishawaka and Penn Township. Originally one of the McClure Libraries, the first facility was constructed in 1907. Presently, the library is planning for new construction which will triple its space. A collection of 73,000 volumes, numerous films, film strips, records, periodicals and art work are available to the 17,068 registered borrowers. Circulation totals nearly 290,000 annually. One of the strong programs conducted by the library is that aimed at pre-school children.

Outstanding university and college libraries are also available to the city's collegians. The Notre Dame Memorial Library, a 13-story structure, was opened in 1963 and formally dedicated in 1964. It has a capacity of two million volumes and seats 2,900 persons, more than half of the undergraduate student body. The college library occupies the first two floors and is one of 12 University of Notre Dame library units with a grand total of nearly 900,000 volumes. The tower section of the new library is devoted to graduate materials in the various academic disciplines and to several of the University's specialized research units. Additional facilities include an auditorium with adjoining lounge, a treasure room, bibliographical center, audio center, a variety of carrels, seminar rooms, faculty offices and a president's lounge.

Alumnae Centennial Library at St. Mary's College houses 90,000 volumes on its four floors and contains 600 periodicals covering fields of diverse interest. There is a rare book room which contains the fourth best Dante collection in the United States. The Bethel College Library has 25,000 volumes in its collection and subscribes to 300 periodicals.

LIBRARIES (CONTINUED)

SEARS ROEBUCK & CO.

For 28 years the South Bend-Mishawaka community has trusted Sears to stand behind every product they sell. "Satisfaction guaranteed or your money back" is their promise to you—a promise that Sears wants to make work every day. Come in and see why more and more people shop and save at Sears—South Bend's most complete department store. Ample free parking.

411 S. Lafayette Blvd., South Bend 289-7161

CARDINAL BOTTLING COMPANY, INC.
BOTTLERS OF PEPSI-COLA AND CANADA DRY

"Pepsi beats the others cold," and South Bend-Mishawaka folks rely on the Cardinal Bottling Company to keep them well supplied with sparkling Pepsi-Cola and Canada Dry beverages. As the exclusive distributor within a 50-mile radius, Cardinal's modern, fully equipped plant delivers directly to retail stores, vending machines, and soda fountains. Frank Palmer Jr., President. Gene L. Palmer, Vice President and General Manager.

1330 S. High Street, South Bend 282-1231

SOUTH BEND, INDIANA
WORLD HEADQUARTERS

Studebaker
CORPORATION

QUALITY, INTEGRITY since 1852

REACHING OUT TO A WIDE MARKET

Over 16 counties are touched by the marketing efforts of Valley retailers, wholesalers and general business operations. Within this area, there are over a million people with more than $2.25 billion to spend. Counting traffic alone on the nearby Indiana Toll Road, over 48,000 cars per month swing toward the South Bend exits.

The many fine stores and shops of the two cities attract more than 25 per cent of their business from out-of-town customers, a real tribute to the quality and service of more than 2,000 business establishments in the urban area. Total annual retail sales volume has reached beyond $317 million with the many nationally known chain stores and long-established local merchants finding an ever-expanding, versatile market. Interestingly, food sales lead the retail market with an $89 million annual volume. The convenience of mass transportation and very good downtown parking facilities have made shopping in the area a pleasure for the housewives of the community. A number of attractive, well-planned shopping centers throughout the urban region supplement the downtown facilities of both South Bend and Mishawaka. Residents find it unnecessary to look beyond the immediate local community to find products and services necessary for pleasant living.

More than 400 wholesalers and distributors supply the area with goods of all description. Service organizations are also numerous throughout the region. Wholesalers carry the thousands of items needed every day by the retailers and manufacturers in conducting their operations and in many instances they are able to provide technical or special assistance services to the local business community.

RASMUSSEN

KUERT CONCRETE INC.
SOUTH BEND SAND & GRAVEL CORP.

Serving the construction industry since 1927, this established firm stands on a 40-year record of dependable service and satisfied customers. A modern fleet of 27 trucks delivers a wide range of products—ready mixed concrete, pre-stressed concrete bridge beams and structural members, and specially processed sand and gravel from their own quarries. Call Kuert—they will be happy to answer any questions you may have, and to give free estimates.

3113 Lincolnway West, South Bend 232-9911

Wells . . . a growing company
in a growing industry . . . Electronic

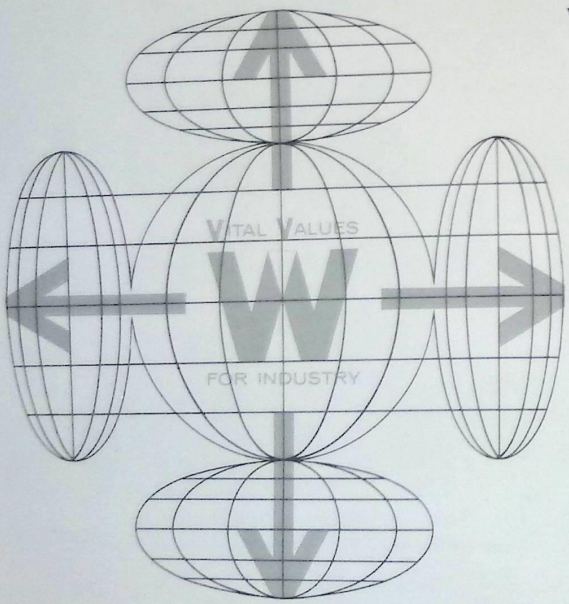
Wells is one of Michiana's fastest growing companies. That's because our people are young, well-trained, and growth minded.

We are a part of the fastest growing segment of the electronics industry . . . microcircuitry. And our market is the world!

Our goal is to play an ever-increasing part in Michiana's growth to provide literally hundreds of new jobs for technically-oriented quality-minded people.

WELLS

WELLS ELECTRONICS, INC
1701 South Main Street
South Bend, Indiana 46623



WHEELABRATOR:

a vigorous local manufacturer with a world-wide reputation for delivering Vital Values to industry

The Wheelabrator Corporation, with headquarters in Mishawaka, is a multi-division, multi-plant manufacturing operation whose products and services are used by industry throughout the Free World.

Its growth and product diversification have been continuous. Today, Wheelabrator blast cleaning machines are widely used by metal working, metal producing and many other manufacturing industries. To supply steel abrasives for these same operations, Wheelabrator maintains its own manufacturing facility which is the largest of its kind.

Still other Wheelabrator products are used extensively in the control of industrial air pollution, in the precision finishing of metal parts, in the automotive service field, and in the machine tool equipment industry.

The outlook for the company in the world of industry and in the community is indeed optimistic. Wheelabrator, and its more than 1600 employees, will continue to contribute to the healthy and prosperous expansion of the South Bend-Mishawaka area in the years to come.

Wheelabrator Division
THE WHEELABRATOR CORPORATION

SHERRIFF-GOSLIN COMPANY
The area's oldest home improvement contractors, Sherriff-Goslin are the sole applicators of ART-ALUM and ART-BOARD sidings, and ART-LOC roofing—quality materials they have specially developed to provide maximum wear and trouble-free service. Famous for integrity for over 60 years, they proudly guarantee all materials and workmanship for 10 years. Let them show you how to increase both the beauty and value of your property.
59661 Bremen Highway, Mishawaka 259-3544

AL-BAR RANCH WESTERN STORE
Lillian and Gerry May's slogan, "Everything for the Horse and Rider" is no idle boast! Come in and browse around—you'll find the largest selection of riding accessories in Indiana. Featured are Western and square dance wear for men, women and children, western jewelry, hand tooled leather goods, both English and western saddles and tack.
55345 Fir Road, Mishawaka 46544 259-1188

Adams makes machine tools

Adams makes finer machine tools

Adams makes the finest machine tools

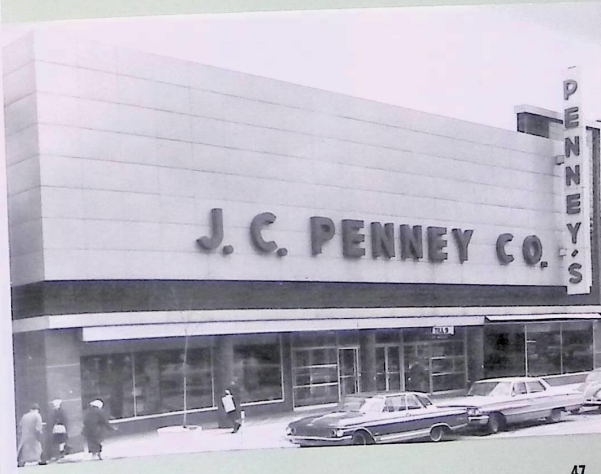
and we make them for:

GM · GE · BOEING JETS · W · CHEVROLET · JOHN DEERE · CUTLER-HAMMER · Ford · ALLIS-CHALMERS · Bendix · HH · A.O. Smith · VICKERS · Pratt & Whitney · whirlpool APPLIANCES · CATERPILLAR

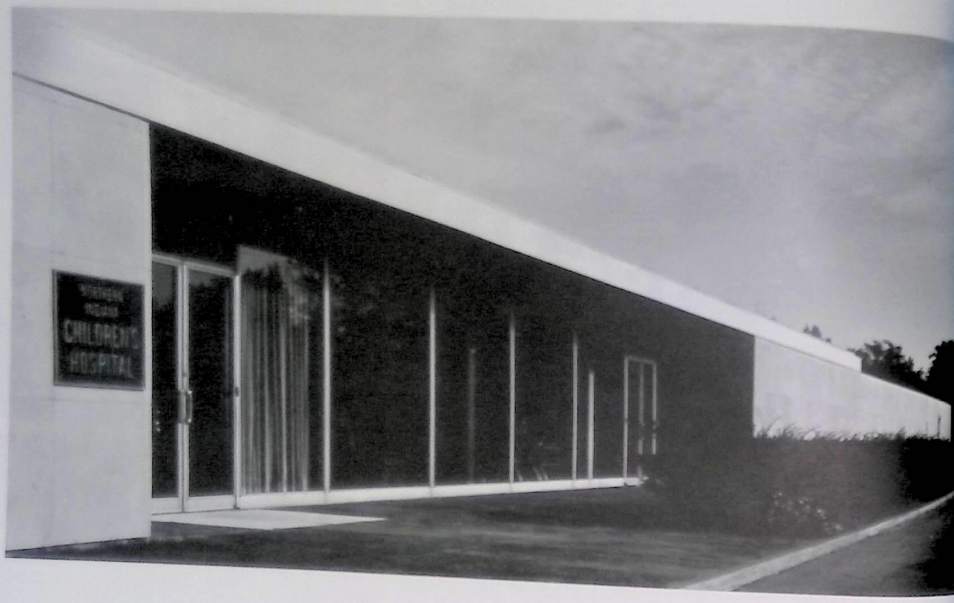
If you want quality with absolutely no compromise... let Adams do your tooling, too!

ADAMS ENGINEERING, INC.
1702 W. Washington Avenue
South Bend, Indiana 46621

PENNEYS
The J. C. Penney Company has been serving American families since 1902, when James C. Penney opened a small store in Kemmerer, Wyoming. He called it the "Golden Rule" store because he was convinced that the principle of "Do unto others . . ." could be applied in retailing as well as in private life. For 32 years, the South Bend Penneys store has continued its principle of "Always First Quality."
220 S. Michigan, South Bend 233-3185



MEDICAL EXCELLENCE, PRODUCT OF FAR-SIGHTED PLANNING



The Valley community has become a major medical center for northern Indiana and southern Michigan, with its corps of specialists in all fields of medicine and dentistry. Through far-sighted vision coupled with dynamic group effort, hospital facilities have been constructed to meet medical needs of the local citizenry for many years to come. Two hospitals, Memorial and St. Joseph in South Bend, have been expanded and modernized at a total cost of $8 million, most of which was raised by popular subscriptions. Also providing modern, well-equipped medical and health services are the St. Joseph in Mishawaka, South Bend's Osteopathic Hospital, the Healthwin Hospital for treatment of chronic diseases and tuberculosis, a community-supported mental health clinic and the excellent facilities of the Northern Indiana Children's Hospital. The South Bend Medical Foundation and the South Bend Blood Bank are valuable auxiliaries to the area's health institutions.

The 8-story Memorial Hospital in South Bend, with its spacious new wing, is a non-profit, non-sectarian facility having 375 beds. Primarily devoted to acute care, this fully accredited hospital has over 300 staff doctors and 12 interns. It also has the only local cobalt treatment unit. In addition to a complete complement of modern facilities, there is an intensive care unit, a 150-student School of Nursing, and a School of X-Ray Technology. There are over 600 employees and more than 400 volunteer workers involved in the hospital's operation.

Local hospitals offer more than 1,160 beds and 130 bassinets plus the very latest in medical equipment and services.

St. Joseph Hospital in South Bend is a fully accredited modern seven-story institution offering complete diagnostic, medical, surgical, obstetric, pediatric, psychiatric, emergency, rehabilitation and convalescent services. Its "health chain" of more than 600 persons aids in staff functions so important to individual care and efficient operation. Some 235 physicians and surgeons serve on the medical staff, determining the medical standards for the hospital. Sisters of the Holy Cross function in key roles throughout the 310-bed facility. There are 360 student nurses in the Nursing Education Department and nine interns in the Medical Education Program. Voluntary and Auxiliary workers total 350 women.

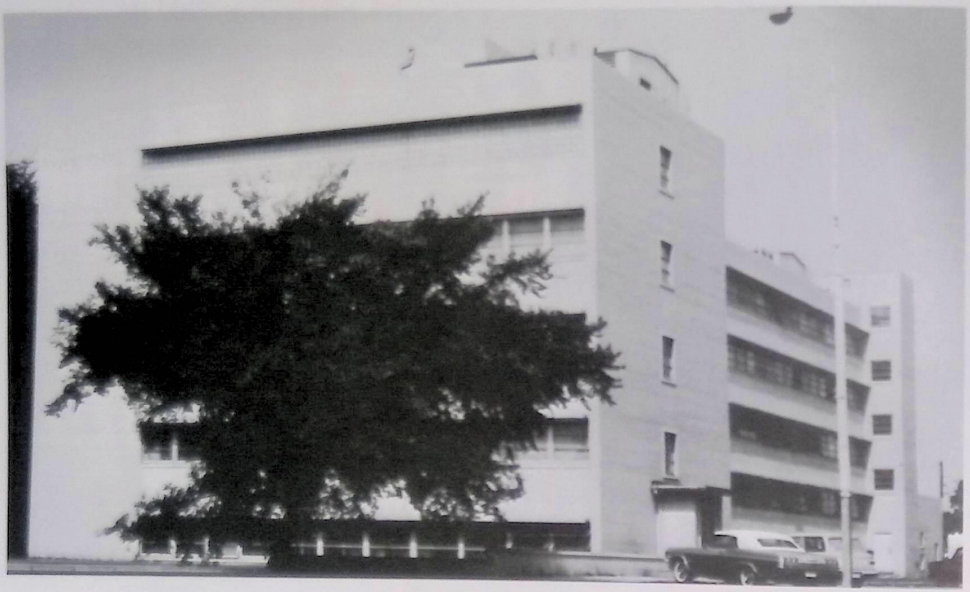
St. Joseph Hospital in Mishawaka is owned and operated by the Aucilla Domini Sisters. Since 1910, the hospital has provided a full range of medical service to the community and its surrounding municipalities. A new $3 million wing represents a program of expansion designed to greatly enlarge all service facilities, providing accommodations to meet both present and future needs.

(Continued on page 50)

MEMORIAL
HOSPITAL

STOP

MEDICAL EXCELLENCE (CONTINUED)



(Continued from page 48)

Caring for the health and welfare of children is an important task. The Northern Indiana Children's Hospital in South Bend is very well equipped to undertake this responsibility, being a state mental health facility for retarded children. In addition to severe mental retardation, many of their youthful patients have physical handicaps, neurological disorders or chronic medical problems. The hospital is housed in a well-planned multi-million dollar structure with a full-time staff of 135 persons. Equipment includes a complete surgical suite, department of radiology, laboratory, swirl baths, library and swimming pool. Broad therapeutic program in association with resident care and training activity are provided for children under six years of age. Local physicians, hospitals, agencies and volunteer groups are utilized by this institution in the performance of its services.

The South Bend Medical Foundation, Inc. is a non-profit clinical pathology and anatomic pathology laboratory furnishing pathological services to the hospitals of the area. It is staffed by six pathologists and employs nearly 200 people. In addition to providing services to the local hospitals, it has an outpatient laboratory, maintains an extensive medical library, supports three teaching programs, and is engaged in research efforts. Its staff physicians also function as the Medical Director and Medical Advisors to the Central Blood Bank, Inc. which furnishes blood or plasma to area hospitals. The Foundation is governed by a Board of Directors comprising 12 physicians from the medical facilities of the region.

AULT CAMERA SHOP, INC.
Michiana's Photo Center since 1909. Ault's supplies both amateur and professional photographers, as well as institutions, with a complete range of services at bargain prices. Indiana's largest photo finishers, they also maintain a large stock of fresh film, bulbs, lenses, cameras, tripods, projectors and lighting equipment. Their expert staff will be happy to help you in your selection.
127 S. Michigan, South Bend 233-6145

DARNELL DRUG STORES
Free prescription delivery service is only one of many extra features you'll find at these two complete stores. A special baby department, 30 leading cosmetic lines, a liquor department, Hallmark greeting cards, delicious Pangburn's candies, and a complete stock of gift and variety items add up to convenient, one-step shopping for you. Open seven days a week.
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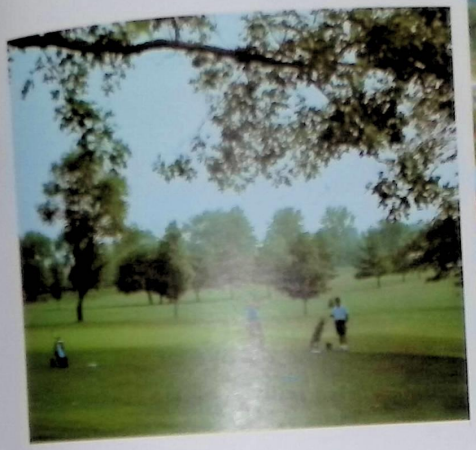
PARKS AND PLAYGROUNDS MEET A VITAL NEED



Recreational activity for adults and children alike is considered an important facet of daily life, providing physical and mental health benefits of great significance. South Bend and Mishawaka have recognized the recreational needs of their citizens from the earliest years of the community. More than 1,266 acres of park and playground property in 67 separate areas includes three new outdoor swimming pools, a bandshell, all-weather tennis courts, picnic grounds, baseball diamonds, beautifully kept greenhouses and a host of game courts. A diversified and intensive recreational program is thoroughly planned to interest all age groups and provide year-round activities for the many hours of leisure accruing to the region's populace. Both summer and winter programs are maintained, numbering in the hundreds and serving many thousands.

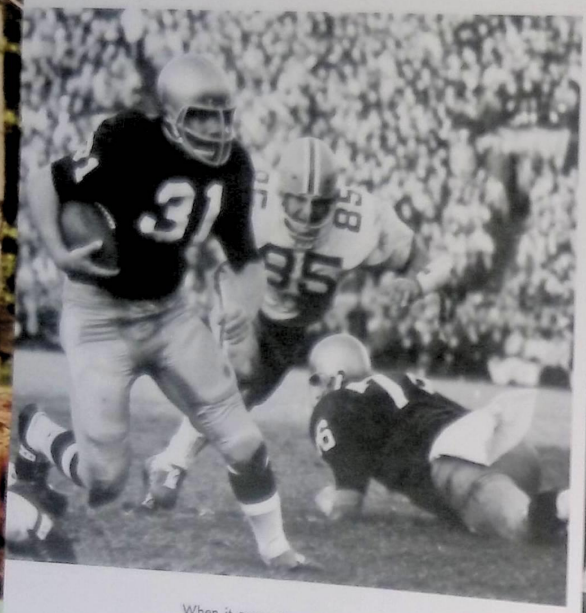
A number of supervised wading pools, summer dancing and handicraft activities, a year-round natatorium and winter ice-skating facilities are provided for the Valley's children. In addition, there is a fine all-season zoo in South Bend's largest park and recently a very imaginative children's Storyland Zoo was created, complete with Mother Goose characters and many interesting animals.

There are ten golf courses in the region, two of which are private country clubs. Golfers will find a variety of challenges on these sloping links. Keglers will find no shortage of well equipped bowling lanes and tennis has proven popular to many of the local people.

There is soon to be a beautifully equipped 175-acre park on the site of the former Studebaker proving grounds, developed by the recently formed County Park Department. Bendix Corporation was the first to donate property for park use at the initiation of the County Park Program.

The St. Joseph River is well suited to canoeing and the operation of small motor boats, providing a local facility for even the most ardent water sport enthusiast. A new 40,000 square foot building in South Bend has added greatly to the facilities offered by the YMCA in four community centers. Four nearby camps offer excellent outdoor facilities to area youth.

HOOSIER HYSTERIA—A SEASONAL AFFLICTION



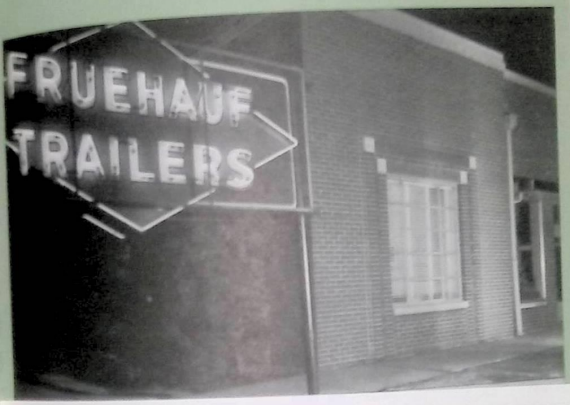
When it comes to spectator sports, there is a "fever" which grips nearly everyone in Indiana during the winter months. It is commonly known as "Hoosier Hysteria," an outgrowth of the state's production of fine basketball teams year after year. Basketball is a key sport in Hoosier-land and the citizenry enjoys a situation not prevalent in the vast majority of the nation's other 49 states. Not only are there two Big Ten (Western Conference) schools located in the state but here also is the University of Notre Dame. This spells spirited competition of the highest order in any sporting enthusiast's mind.

Between Indiana University, Purdue University and Notre Dame, on several nights of any given week, the outstanding collegiate teams of the nation are locked in competition with the varsity basketball squads of these major universities. The records of all three Indiana institutions speak for themselves and one or all of the three might be found in the nationally ranked "Top Ten" during a given season. The Valley community is situated most ideally with respect to providing its residents with the abundant thrills that come with the athletic programs of the nation's largest universities. The "wild enthusiasm" displayed for cage competition is extended to the senior high school level as well. Basketball represents the prime winter varsity athletic activity in the state's many schools and local rivalries produce some of the "hottest" games one could hope to see anywhere.

It's hard to beat the basketball mania in Indiana but the "Fighting Irish" of Notre Dame come close to it on the gridiron during those fall Saturdays. Notre Dame can boast one of the most consistently outstanding football won-lost records in intercollegiate competition. Football certainly doesn't rank far behind on a statewide basis either. Purdue's Boilermakers pose an annual threat for all comers and on many occasions have reveled in the role of "spoiler" when meeting teams with unblemished records. The "Old Oaken Bucket" is a symbol of the traditional rivalry between Indiana University and Purdue and regardless of individual past performances, their annual clash produces a tightly contested game year after year.

The Valley community is not far from either Northwestern University at Evanston, Illinois or the University of Michigan at Ann Arbor so there is very definitely an excellent opportunity provided to partake of major intercollegiate sports competition in every direction.

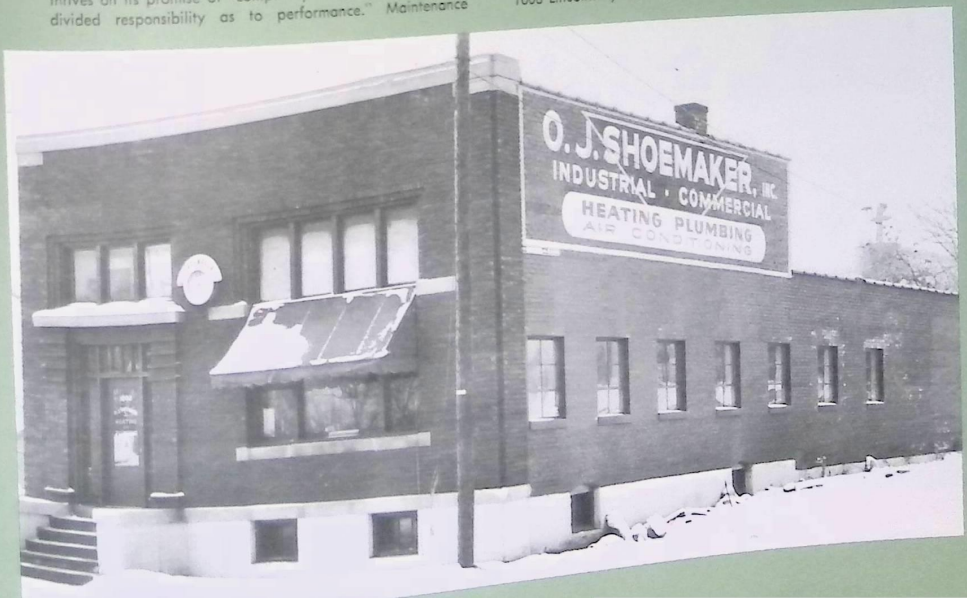
FRUEHAUF TRAILER
A DIVISION OF FRUEHAUF CORPORATION
"Leadership in Engineered Transportation Since 1914" is no idle boast with Fruehauf—they are the oldest and largest manufacturers of truck trailers in the U.S.A. Known for yearly innovations and continuous research into better methods and design, they provide industry, individual truck owners, common carriers and contract carriers with the finest in sales and service. They also maintain a complete line of parts and accessories. L. W. Nering, Branch Manager
2425 Western Avenue, South Bend 288-2541



S & H CARBONIC
"We service the best and sell the rest" is the proud slogan of Jim Schrader, President of S & H Carbonic. Distributors of a complete line of fire and safety equipment for industrial and commercial use, they also maintain a mobile fire exchange recharge truck for on-the-spot extinguisher recharge service.

C. A. SCHRADER WELDING SUPPLIES, INC.
This firm, under the leadership of Bob Schrader, President, provides a wide range of products and services—oxygen, acetylene and medical gases, and a complete line of welding supplies by Hobart.
2629 Lincolnway West, Mishawaka 259-3797

O. J. SHOEMAKER, INC.
No job is too large for O. J. Shoemaker, Inc., specialist in industrial and commercial heating, plumbing, piping, and air-conditioning. Because it operates its own design department, complete design service is available. In fact, this firm thrives on its promise of "completely designed jobs with undivided responsibility as to performance." Maintenance agreements are also available through the company's maintenance department, which specializes in preventive care of industrial and commercial heating and air-conditioning systems. Established in 1935. O. J. Shoemaker, Chairman of the Board.
1008 Lincolnway East, South Bend 287-2936



SOUTH BEND TOOL & DIE CO., INC.

The largest tool and die designers and manufacturers in the entire South Bend-Mishawaka area, South Bend Tool & Die has, under the leadership of its president, Louis J. Hemmelgarn, established an enviable reputation for skilled precision tooling for industry. Their complete product line includes: Specially designed machinery, tools, dies, jigs and fixtures, gages, and complete fabrication service of ferrous and non-ferrous metals. Equally important is their fast emergency service when tooling break down—service that cuts down time and saves profits.

This dynamic firm has enjoyed the confidence and continued patronage of the local industrial community for 38 years. They will be happy to put their years of know-how and "young ideas" to work for you and your firm.

1916 S. Main Street, South Bend *A.C. 219 289-2411*

VACATION FUN IN ALL DIRECTIONS

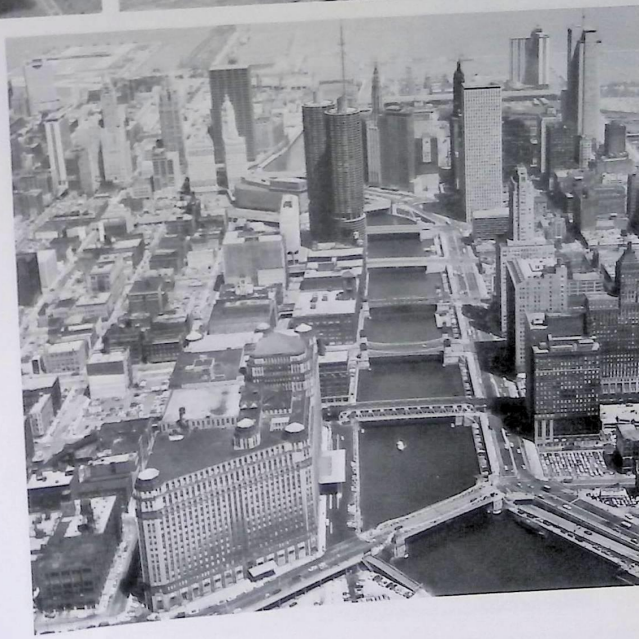
Close at hand are some of the Midwest's prime vacation lands, offering recreational opportunity for leisurely weekends, one-day excursions or extended vacationing. An hour to the east is the heart of Indiana's lake country with literally hundreds of fine lakes for boating, fishing and swimming. Lake Michigan is also less than one hour away, providing many miles of dunes and shoreline with sandy beaches, lodges, camp grounds and nature trails. Within a short drive are some of the state's finest parks, in addition to the dunes, such as Pokagon, Chain of Lakes and Tippecanoe where wilderness, campsites, cabins and waterways prevail.

At Pokagon State Park, winter sports and skiing are featured during the winter season. There are other fine ski slopes within a short distance of the community.

Springtime is tulip time in Holland, Michigan and this annually becomes the site of a gigantic Tulip Festival, the largest such event outside of The Netherlands. The western Michigan shore is a sea of beauty in the spring and another festival of renown is the yearly Blossom Festival at Benton Harbor. Both events are close to an hour's drive from the Valley cities.

The brilliant hues of fall foliage decorate the Indiana countryside during October and many of the area's residents travel four hours to the Covered Bridge Festival in Parke County during the season. Here one can admire the area's quaint covered bridges and scenic splendor.

The attractions of Chicago's famous "loop" with its skyscrapers, museums, Art Institute, fashionable shops, theatres and exotic night clubs provide still another dimension in recreation. Here too, one may watch spectacular major league baseball, ice hockey and basketball.



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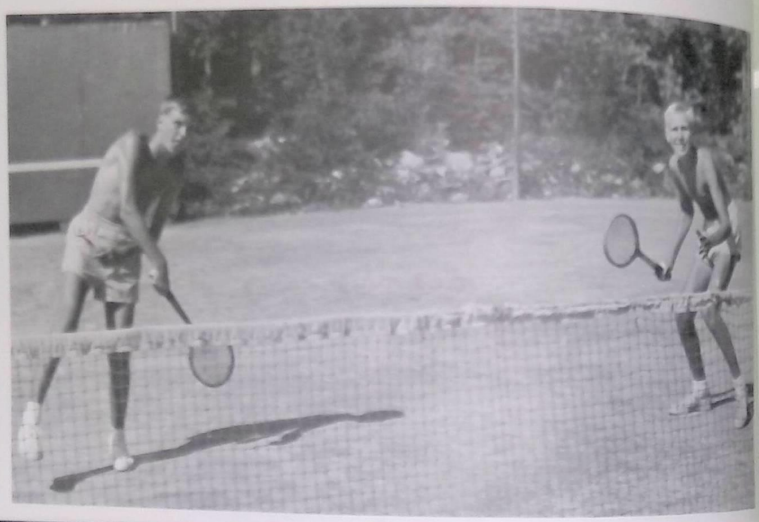
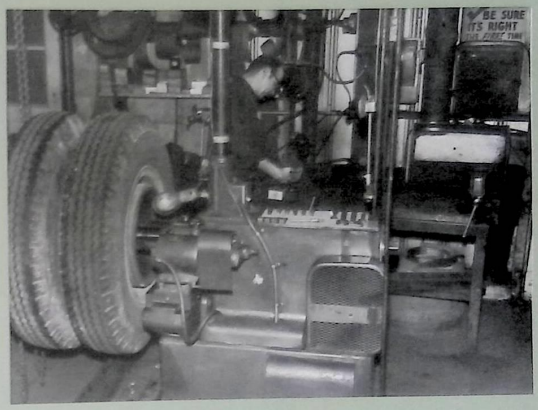


TRI-CITY MOVING & STORAGE, INC.
An agent of North American Van Lines, Tri-City operates its own van fleet from coast-to-coast, and maintains a fully heated and sprinklered warehouse in South Bend. Handling predominantly household goods, their nine acre facility also includes separate buildings for commercial storage, five acres of fenced, asphalted open storage area, and a rail siding. They will be happy to answer any moving or storage questions. Please call collect.
445 N. Sheridan, South Bend *219/287-7280*

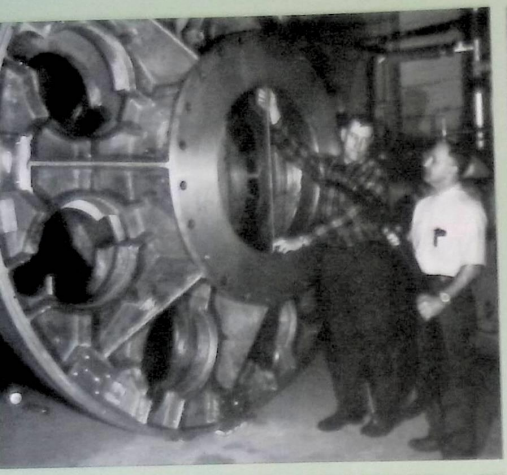
COCA-COLA BOTTLING CO. OF SOUTH BEND, INC.
"Things go better with Coke" and things are going better all the time in the South Bend bottling plant, thanks to new equipment recently installed. Now area residents are sure to have an inexhaustable supply of sparkling Coca-Cola, Tab, Bubble Up and Fresca. Vending and special events service available.
1818 Mishawaka Avenue, South Bend *287-3341*



TRUCK EQUIPMENT & SERVICE COMPANY, INC.
When you bring your truck or trailer here for service, you'll find more than just repair work is done. They'll add any special features or attachments you may require. Serving South Bend for over 10 years, they're experts in rebuilding and complete frame straightening. They have facilities for all types of brake repairs on air, hydraulic, and vacuum brakes, and also maintain a complete stock of parts for all makes and models.
20450 Ireland Road, South Bend *291-0500*

G & H WELDING, INC.
This fast growing young firm specializes in custom transport trailers, designed and built to suit your needs. Whatever you're hauling, G & H Welders will create the special equipment to do the job right. They also provide automotive, marine, and industrial carriers, campers and golf carts; sandblasting, painting, and repair services for trailers, and handle all types of related metal fabricating.
4000 W. Sample Street, South Bend *282-1855*

MATHIS MACHINE CORPORATION



"Precision Machine Work Guaranteed" is no empty slogan with the Mathis Machine Corporation, and their clients know it. For 23 years major U.S. manufacturers have trusted Mathis to oversee the design and manufacture of a wide variety of experimental components and products. Mathis' staff of professional engineers and skilled craftsmen take pride in producing products of highest quality, for both large and small firms. Specializing in custom designed machinery, tools, dies, jigs, fixtures, gages and large machined parts, call Mathis. They will be happy to use their years of know-how to solve all your machining problems. Eugene Mathis, Secretary; Raymond Mathis, President.

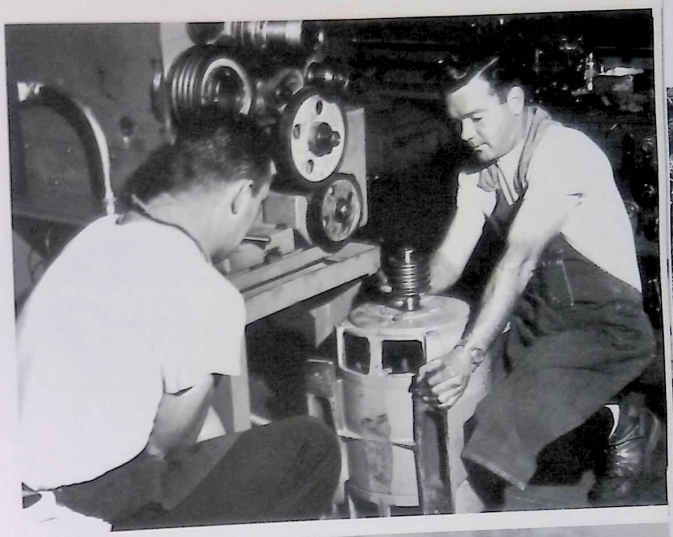
23158 Keller Street, South Bend *232-9693*
232-4350

UNEXCELLED DIVERSIFIED INDUSTRIAL ENVIRONMENT

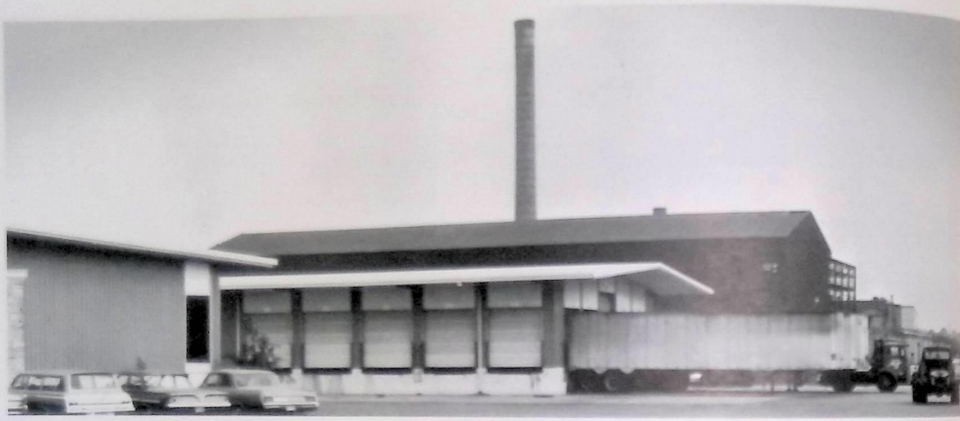
Enjoying a unique geographical location, the South Bend-Mishawaka community is well equipped for an age of dynamic industrial expansion. The companion cities are situated in a broad industrial corridor often called the "Main Street of The Midwest." They are less than 80 miles from the roaring blast furnaces of the huge Gary steel mill complex and the same distance from the oil output of the vast Calumet region. The surrounding five-state area produces over 25 per cent of the nation's value added by manufacture and proximity to Indiana's future Burns Harbor deep water port will thrust the community into a new advanced position relative to world trade. Transportation and utilities at this industrial crossroads are the finest and the development of modern industrial parks totaling more than 180 acres has paved the way for future growth. There are few communities in the nation with a more stable work force as reflected by the high rate of home ownership among the local populace.

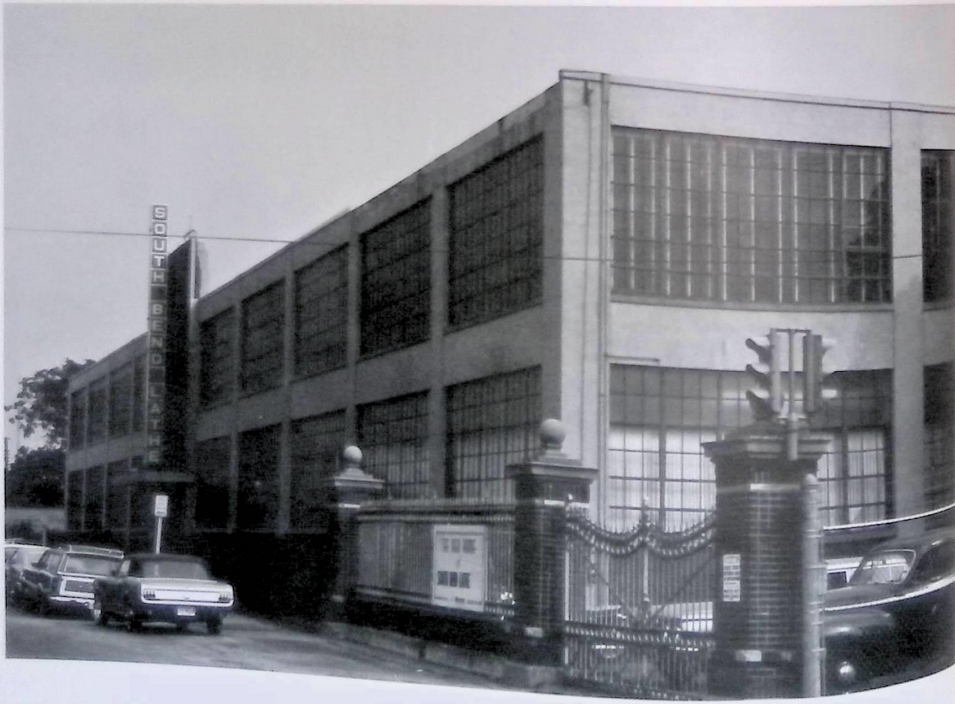
There are presently about 350 manufacturing establishments in the South Bend-Mishawaka metropolitan area and their combined annual payroll exceeds $241 million. Such well known firms as Bendix Corporation, Uniroyal, Dodge Manufacturing Corporation, Wheelabrator Corporation, Oliver Corporation, Rockwell Standard Corporation, South Bend Lathe, Inc., and the Torrington Company produce products ranging from agricultural implements to guided missiles. The product

(Continued on page 63)



INDUSTRIAL ENVIRONMENTS (CONTINUED)





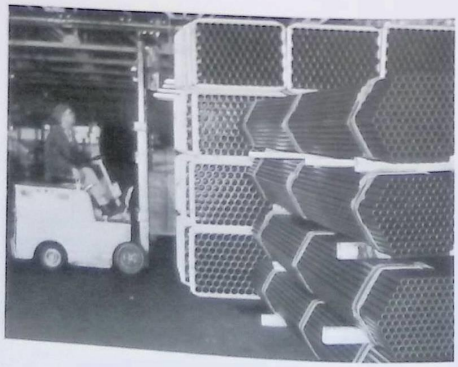
INDUSTRIAL ENVIRONMENTS (CONTINUED)

(Continued from page 63)

the area's existing and potential work forces. Another function is to administer the activities of many local sections of technical, vocational and professional societies.

The NIEDA pursues a ten-point program aimed at encouraging and effecting economic growth in northern Indiana.

The effect of these groups working toward orderly but dynamic industrial growth spells opportunity in the Valley region for industry of all types and workers of all disciplines.



WHEEL HORSE PRODUCTS, INC.

In 1946 when Mr. Elmer Pond and his son, Cecil, built the first Wheel Horse (a 2-wheeled, walk behind tractor) in their South Bend garage, no one imagined the tremendous potential of their endeavor. As innovation followed innovation, public demand became a major problem, and the young firm prospered. Today, Wheel Horse is a leader in its field, manufacturing rugged, service free lawn and garden equipment, tractors, power mowers and snow throwers. The Wheel Horse manufacturing complex is comprised of more than 200,000 square feet of floor space. The current plant houses the most modern, efficient production operation in the lawn and garden industry. The Wheel Horse reputation for craftsmanship and quality products have spread to all corners of the globe. Under the capable leadership of Cecil E. Pond, President, Wheel Horse has risen to the top and is firmly implanted as America's leading producer of quality lawn and garden equipment.

Tomorrow will bring a new set of marketing and distribution problems. Wheel Horse is dedicated to a planned expansion program that will make the slogan "Get a Horse—Wheel Horse of Course" a bench mark in the industry.

515 W. Ireland Road, South Bend, Indiana

TOWNE AIR FREIGHT, INC.

The South Bend-Mishawaka area is fast becoming a major Midwest air freight shipping center. Towne Air Freight is proud to be a vital part of this new industry. Their strategic airport location, well-maintained fleet of trucks, and expert drivers all speed your shipments to their destination the fastest way possible.

St. Joseph County Airport 233-3183

INDIANA MOTOR BUS COMPANY

Indiana Motor Bus has been providing first-class charter service—for short trips or cross country—for nearly 50 years. Their free counseling service will be happy to make all arrangements for you, including hotel accommodations and planned sightseeing. To make sure your trip is safe, worry-free and fun, remember, "It's Smarter to Charter an Indiana Motor Bus."

For Information Call:

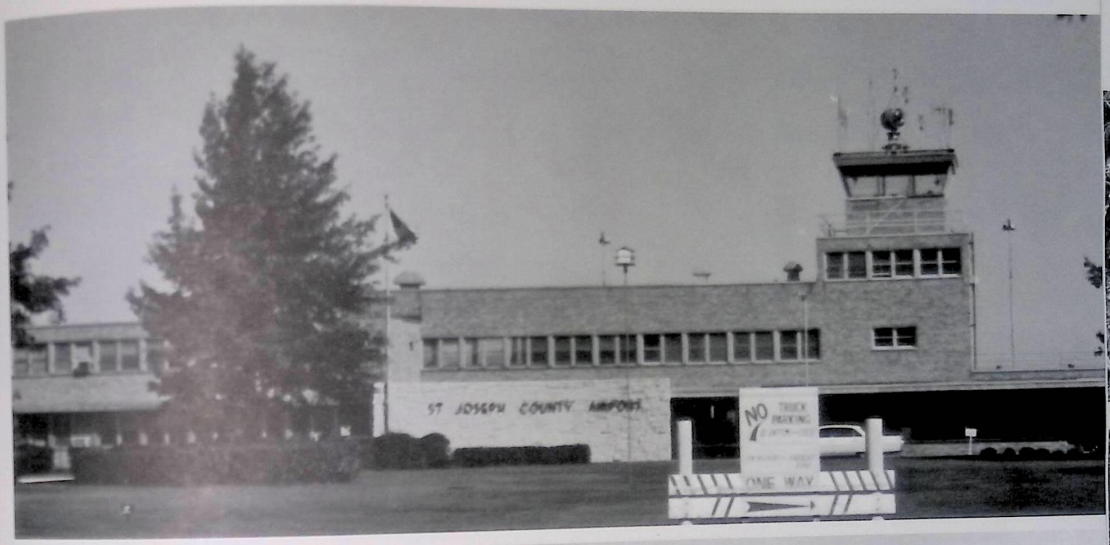
715 S. Michigan, South Bend	287-0200
410 S. 3rd St., Logansport	753-2910
St. Joseph Travel Agency	234-4810

CLEMANS TRUCK LINE

The brand new, $500,000 headquarters for this 38 year old South Bend firm made news in the architectural world. Why build a truck terminal in a Y shape? "For better supervision and management" says President Arthur C. Clemans. "We wanted an original design, one suitable for expansion and operated from a central area convenient to any place in the terminal." The building houses executive, sales, and operations offices, a complete maintenance shop and motor freight dock. Its interior combines wood paneling, natural stone walls and multi-colored terrazzo floors for a striking effect. But the backbone of this dynamic firm is still its skilled drivers and rugged fleet of 64 trucks, 170 tractors, and 274 trailers, that provide you with safe, courteous service, always.

815 W. Sample Street, South Bend 289-6321

TRANSPORTATION TIES TO AMERICA'S HEARTLAND



Centrally located in northern Indiana's corridor of industrial expansion, the Valley community has unexcelled transportation to all major markets of the vital Midwest.

The St. Joseph County Airport (Bendix Field) is a first-class rated facility served by three commercial passenger carriers and five freight airlines. United, North Central and Lake Central airlines operate 25 daily passenger flights to and from this busy terminal. Twenty-three of the principal cities between New York and Omaha are served by flights stopping at Bendix Field. Twenty-four hour flight control is maintained and the field is equipped with a 6,000 by 150 foot full F.A.A. instrument landing system. There are almost 180 flights of various aircraft types on an average day and more than 450 passengers arrive or depart daily. Air freight totals over five million pounds annually. United Air Lines will soon have jet service from Bendix Field to the East Coast.

Railroad systems into the cities include the New York Central, Pennsylvania, Wabash, Grand Trunk Western and the Chicago, South Shore and South Bend railroads. The latter maintains near-hourly service to Chicago and passenger service is also provided by the New York Central System and Grand Trunk Western Railroad. The other lines handle freight only in the area. In addition to the direct Chicago-South Bend link of the electrified "South Shore," as it is commonly called, both the New York Central and Grand Trunk Western represent main-line routes connecting major East-West terminals. The "South Shore" will soon become an operating subsidiary of the Baltimore and Ohio Railroad.

(Continued on page 68)

TRANSPORTATION TIES (CONTINUED)

(Continued from page 67)

Highway links to all central states give South Bend and Mishawaka an unusally fine transportation position for motorists, bus lines, and motor freight systems alike. A direct-line artery, the Indiana Toll Road, bisects the northern protrusion of the urban ara, affording limited access routing as part of a Chicago-East Coast interstate system of super highways. Three U.S. routes (20, 31, and 33), five state highways (2, 23, 331, 123, and 223), and various county trunk roads connect the Valley community with its Mid-America neighbors.

Eastern Greyhound Lines, ABC Coach Lines, Cardinal Buses and Indian Trails provide motor coach service to a broad range of cities in all directions. There are over 200 arrivals and departures from the Union Bus Terminal daily. The Indiana Motor Bus Company offers local as well as inter-city service.

Twenty-seven common motorized carriers maintain terminal facilities in the South Bend-Mishawaka area and there is direct transcontinental service to all but six states. The region is known by trucking associations as a "territorial gateway" and "junction point." Overnight service is available to all major Midwest industrial regions inclusive of a radius encompassing Chicago-Milwaukee, St. Louis, Cincinnati, Cleveland and Lower Michigan cities.

The community is on the threshold of a new transportation era with the birth of a deep water port just 45 miles to the west at Burns Harbor. Here will be Indiana's link with worldwide commerce via the Great Lakes-St. Lawrence Seaway.

Prime objective of The South Bend Tribune, since its founding in 1872, has been to provide the community with the most modern facilities for communications and public service. That is why The Tribune has pioneered in radio and television broadcasting, and has constantly improved its news coverage and methods of newspaper production.

Franklin D. Schurz
President

"I know. I read it in The Tribune"

Reading The Tribune, and relying upon it, has become a way of life in the 171 northern Indiana and southwestern Michigan communities in the greater South Bend area. The Tribune provides complete, in-depth, seven-day-a-week coverage of events in the city, the state, the nation and the world.

To accomplish this, The Tribune employs a highly competent local staff, offices or correspondents in nearly all surrounding communities, and the news and picture services of the Associated Press and the United Press International. The Tribune publishes separate editions each week day for its Indiana, Michigan and city readers.

People come from all over the world to study The Tribune's production methods. A pioneer in photo composition, computer typesetting and color printing, The Tribune continues to lead the way to new methods which will produce better newspapers.

"I know. It was on WSBT."

Broadcast Center, pictured below, is the modern home of The South Bend Tribune's radio and television stations.

WSBT-TV, channel 22, is America's oldest UHF station. It was the first station in Indiana to transmit color and the area's first station with local color. Beaming 2,175,000 watts from its 1,074-foot tower, WSBT-TV is one of the nation's most powerful television stations. It has a viewing area of more than 10,938 square miles.

WSBT, 960 KC, is Indiana's oldest commercial radio station. Started as an experimental station in September, 1921, the station has been on the air under its present call letters constantly since September, 1925.

WSBT-FM, 101.5 MC, programs 95 hours of full-fidelity stereophonic music each week. It has become known as the modern sound of FM for all Michiana.

All three of The Tribune's stations are CBS affiliates.

The South Bend Tribune.

WSBT RADIO AND TELEVISION

COMMUNICATIONS FOR AN ENLIGHTENED COMMUNITY

News of local and international import is brought to the citizens of the community by the *South Bend Tribune*, the *Tribune* is Indiana's third largest daily newspaper with a circulation of nearly 105,000, originating in one of the newest, most modern newspaper publishing facilities in the entire Midwest. Five weekly papers also serve the St. Joseph Valley.

Video viewers are plentifully supplied with a broad range of programming via the major networks by a number of stations in the region. WSBT (Channel 22), the *South Bend Tribune*'s television station, operates from a 1,047-foot antenna and reaches over a million viewers. This is the most powerful station in Indiana or Michigan at 498,000 watts effective radiated power. The University of Notre Dame station, WNDU, broadcasts on Channel 16 with 282,000 watts ERP. From Elkhart, Indiana, the Truth Publishing Company's station, WSJV, broadcasts at 268,000 watts ERP on Channel 28. These three UHF television stations supplement national or network programming with shows of local origin, providing many interesting programs for a diversity of interests. Additional telecasts are received in the area from stations in Chicago, Grand Rapids and Kalamazoo.

Local radio broadcasts are beamed to the region from stations WSBT, the *Tribune* station, WNDU, the University of Notre Dame station, WJVA and WTRC. The latter two are Booth and Truth stations, respectively, providing only FM programming while the first mentioned are both AM and FM. Local entertainment and special events comprise the bulk of programming other than news coverage and recorded music.

WSB

SOUTH BEND TRIBUNE
ONE WAY

NORTHERN INDIANA PUBLIC SERVICE COMPANY

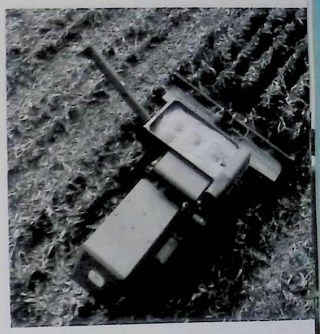
South Bend and Mishawaka are two of the three hundred communities served by Northern Indiana Public Service Company—the Gas Company in this area. South Bend is the third largest in NIPSCO's 28-county, 12,000 square mile service area, and is headquarters for the Company's St. Joseph Valley Division. The division, headed by Manager Thomas W. Bucher, also includes Mishawaka, Elkhart and surrounding areas.

NIPSCO is the largest gas distributing company in Indiana, and has been involved in the growth and progress of this area since immediately after the Civil War when the famed Studebaker Brothers founded the South Bend Gas Light Company, a predecessor of the present Company.

NIPSCO is an investor-owned utility (it also serves electricity in other portions of northern Indiana), and its General Offices are located in Hammond, Indiana.

307 North Michigan Street in South Bend, and 114 South Main Street in Mishawaka.

A FERTILE PRAIRIE



Corn, soybeans and wheat are the principal crops of the gently rolling St. Joseph County farmlands which surround the cities of South Bend and Mishawaka. Other crops are oats, hay, potatoes and mint. Fruit is an important crop just across the state line in Michigan, but there is very little produced in St. Joseph County. Corn production alone totals nearly four million bushels annually, compared with second-place soybeans at slightly less than 700,000 bushels. Field crop value is almost $7 million annually, confirming the fact that this is indeed a very productive farming region.

Livestock and dairy products are also important in the agriculture of the county. Dairy products account for annual sales totaling over $2 million while livestock brings $2.75 million. Poultry and poultry products are significant too, and swell the total value of all farm crops sold, including vegetables, fruit, forestry and horticulture specialties, to $13 million.

South Bend is readily associated with the agricultural scene as the home of the Oliver Corporation, manufacturer of farm machinery for over a century. Their extensive plant produces plows, disc and spring tooth harrows, cultivators, grain drills and corn planters. Bowsher Company makes feed mills in South Bend. The C.C. Kelly Company, makers of front end loaders for farm tractors, is located just south of Mishawaka.

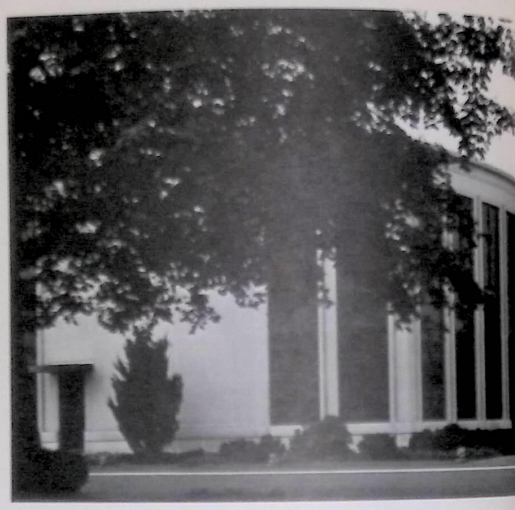
South Bend is a processing center for milk, with the great bulk of milk produced on the region's dairy farms being processed by five dairy companies in South Bend and one in Mishawaka. Grain and feed elevators are located throughout the county in adjoining towns and one very large elevator is situated in Mishawaka. South Bend is a distribution and warehousing hub for processed food commodities and there are several wholesale food firms located here.

The county's climate is characterized by warm to hot summers and moderately cold winters, tempered somewhat by Lake Michigan to the north, with its slow rate of temperature change from one season to another.

Soils in the county vary widely in slope, texture, color, drainage and fertility. In a southward progression through the area, soils change from light, sandy types in the north to heavier clay soils in the south. Muck type soils occur extensively along the Kankakee River southwest of the cities.

Locally, the trend is toward fewer and larger farms with a move toward increased automation, mechanization and heavy fertilization to hike productivity and improve efficiency. Many farmers have taken advantage of employment opportunities in the urban area on a full time or part time basis.

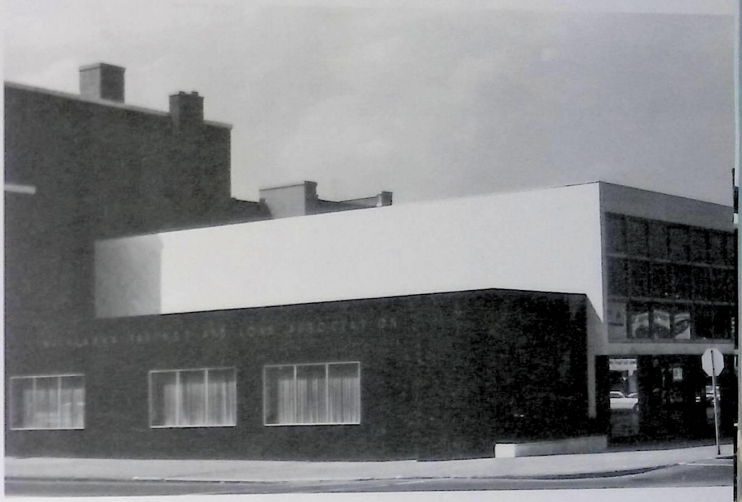
A REGIONAL FINANCIAL CENTER

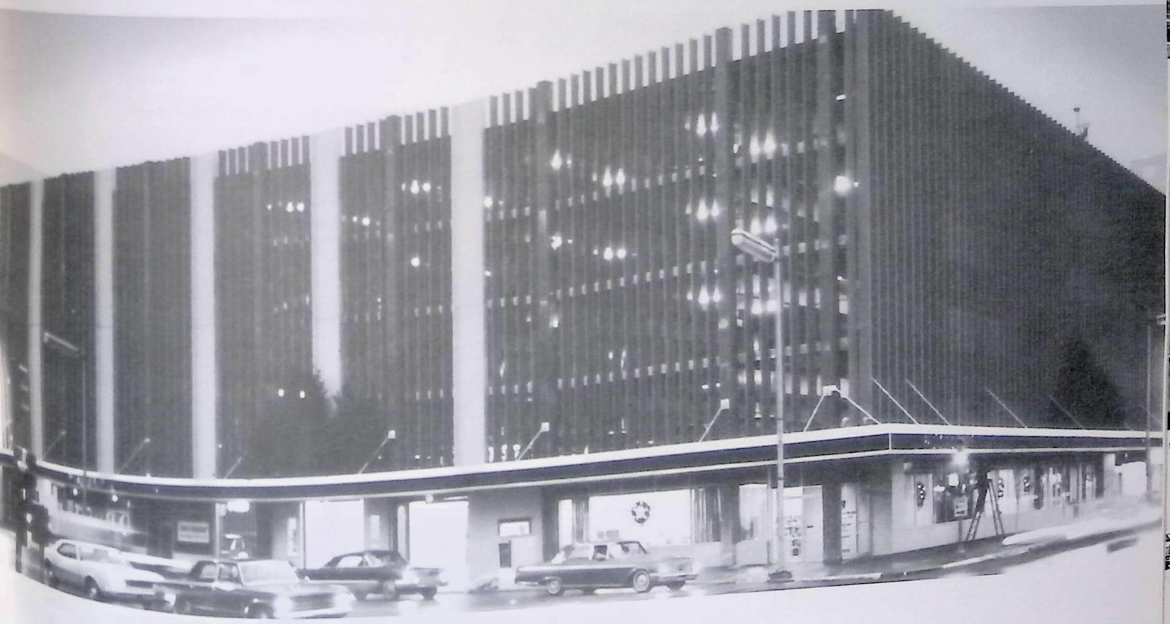


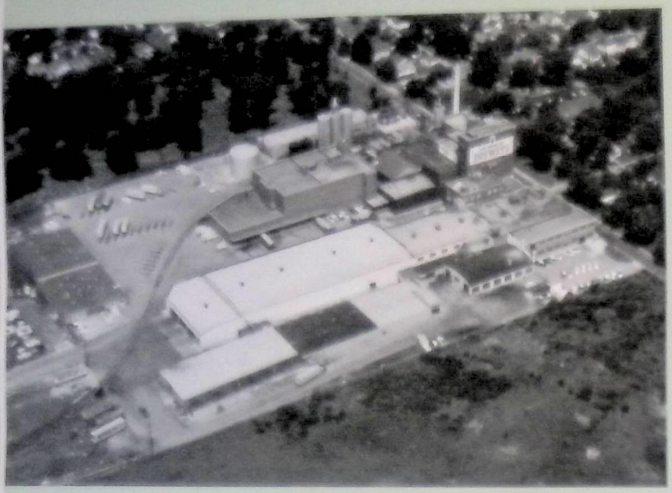
Industrial progress, business growth and the community's four major institutions of higher learning have contributed to a healthy economic climate. The Valley's urban population has a per household net effective buying income of over $8,846, almost ten per cent above the national average. In a recent year, area bank deposits totaled nearly a half-billion dollars, the second ranking figure for an Indiana population center and seventh in a total of 51 metropolitan areas in the Seventh Federal Reserve District. This community properly reflects the productivity of its citizenry and suggests strongly that it is indeed a key financial hub.

Modern banking services, brokerage facilities and industrial credit agencies play an important part in the community. There are seven commercial banks, with neighborhood branches throughout the cities, and nine savings and loan institutions. Of the stated total of deposits in area financial institutions, over $316 million are in local banks with more than $100 million in the savings and loan facilities.

Several large industrial and retail loan concerns have active offices here and stock brokerage firms with membership in the New York Stock Exchange, American Stock Exchange, Midwest Stock Exchange and the Curb Exchange are also present. The supplementary facilities of an active Better Business Bureau plus reliable credit and collection agencies are available too. The Associates Investment Company, one of the area's largest long-time employers and the third largest independant sales finance company in the nation, occupies a multi-million dollar home in South Bend where diversified operations include banking and insurance.







Construction is underway at the Drewrys plant in South Bend for an addition to the Bottling House and a new Stock House for 30-1000 bbl. fermenting and aging tanks. In 1967 these additions will be part of a 1 million dollar program that will make Drewrys one of the most modernized breweries in the country.

DREWRYS LIMITED U.S.A. INC.—SOUTH BEND, INDIANA

"A famous name since 1877," Drewrys has been based in South Bend, Indiana, since 1936 and has grown from a 37,000 barrel yearly output to over 1,500,000 barrels per year. Investments in plants and equipment now total more than 17 million dollars. The South Bend operation has an annual payroll in excess of 4 million dollars. State and federal taxes amount to over 12 million dollars per year.

Besides the draft beer in kegs, Drewrys offers package sizes and types to meet every consumer preference, including their newest innovation, "Draft beer in bottles." They are among the leaders in sales in their primary markets of Indiana, Michigan, Ohio, Illinois and Iowa. Head company officers are: George K. Bissell, Chairman of the Board, and Herbert S. Epstein, President. Resident Manager and Executive Vice President of the South Bend plant is Harold E. Swanson.

SAFEWAY TRUCK LINES, INC.

One of America's oldest and largest haulers of perishables, Safeway Truck Lines has had it's headquarters in South Bend for 3 years. Specializing in the transport of meats, candies, chemicals and ethical drugs, they cover an area of 28 states. Many prominent shippers schedule their purchases, plant production, and deliveries with confidence in Safeway's outstanding efficiency record.

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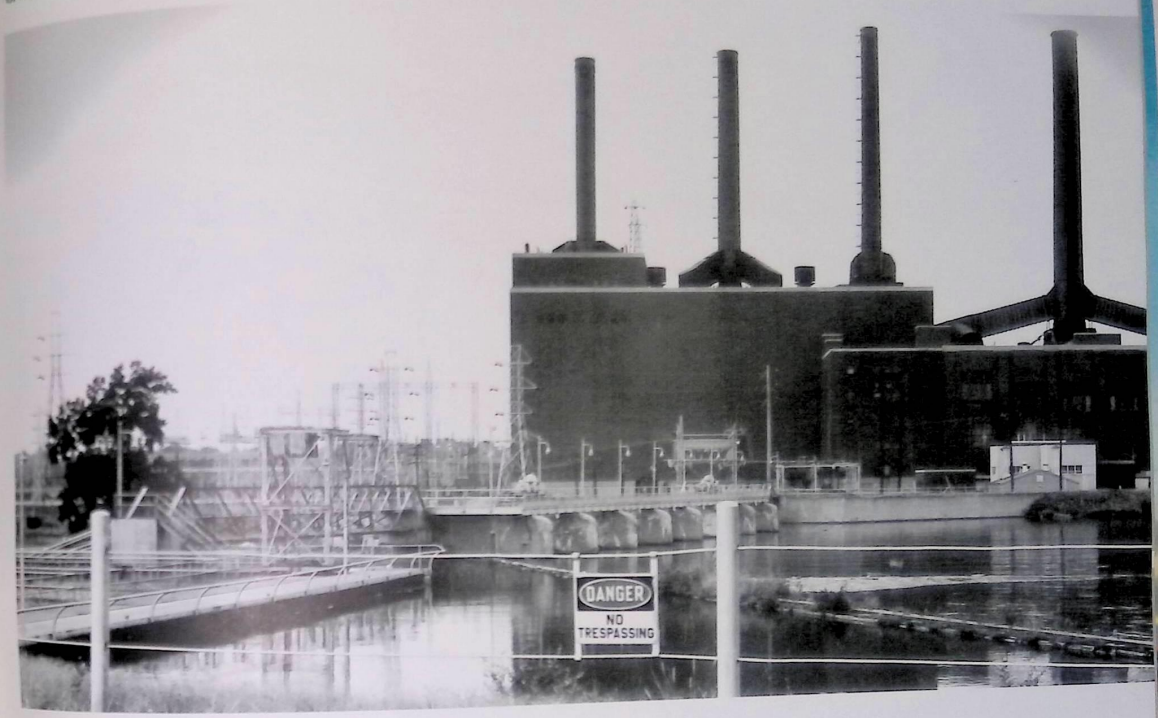
UTILITIES FOR A BRIGHT FUTURE



A generating capability in excess of two million kilowatts from three Indiana plants of the Indiana and Michigan Electric Company assures ample electrical power for industrial and consumer growth. Linked via 346,000-volt transmission lines with the other generating plants of the huge American Electric Power System, of which I & M is a part, a capacity in excess of six million kilowatts of electrical power is available for future development.

The city of Mishawaka has a municipally owned, debt-free electrical utility which serves residential, commercial, and industrial consumers at rates competitive with any in the region. There are presently 14,000 customers using electrical power generated by this 20,000 kilowatt utility.

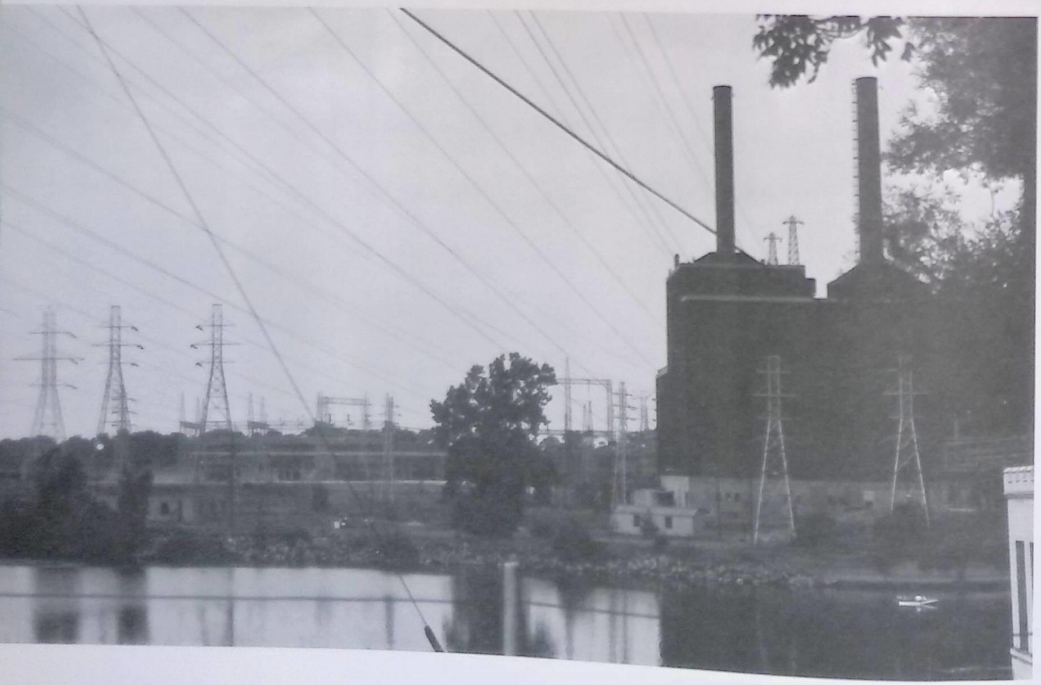
Natural gas (1,000 BTU per cubic foot) is supplied to the community by the Northern Indiana Public Service Company at a rate of nearly 40 million cubic feet per day. Peak loads of 90 million cubic feet can be handled with ease and there is a supply assuring the capability for providing over 435 million cubic feet per day in the company's northwest system serving the Valley region.

An adequate supply of fresh, pure water—in a water short world—is one of South Bend-Mishawaka's many natural assets, resulting in the lowest water rates in Indiana. The two cities have independent water works facilities with respective pumping capacities of 67.5 million gallons per day and 15 million gallons per day.

In South Bend, water is obtained from 26 wells at nine different locations, ranging from 95 to 200 feet in depth. With an average well head temperature of 50 to 53 degrees and average hardness of 20.27 grains per gallon, this fresh well water requires no treatment except the addition of liquid Chlorine, as required by the Board of Health. Two iron removal plants will be operating by June of this year—each producing 12 million gallons of water. The entire city will be made iron free. Five regional pumping stations insure equal water pressure throughout the city. Due to cost reduction in water works operation over the past three years, the new filtration plants and additional wells now under construction will cause no increase in the extremely low water rates.

Sewage treatment is by utilization of the "activated sludge, diffused air" principle and the systems of South Bend and Mishawaka, respectively, are designed to handle thirty-five million gallons per day and twelve million gallons per day on a complete treatment basis.

Indiana Bell Telephone Company, Inc. serves a local calling area including South Bend, Mishawaka and Osceola with a total of over 110,000 telephones. From these phones, over 550,000 local calls and 25,000 long distance calls are made daily. Direct toll-free dialing to Niles, Michigan is now possible for area residents.



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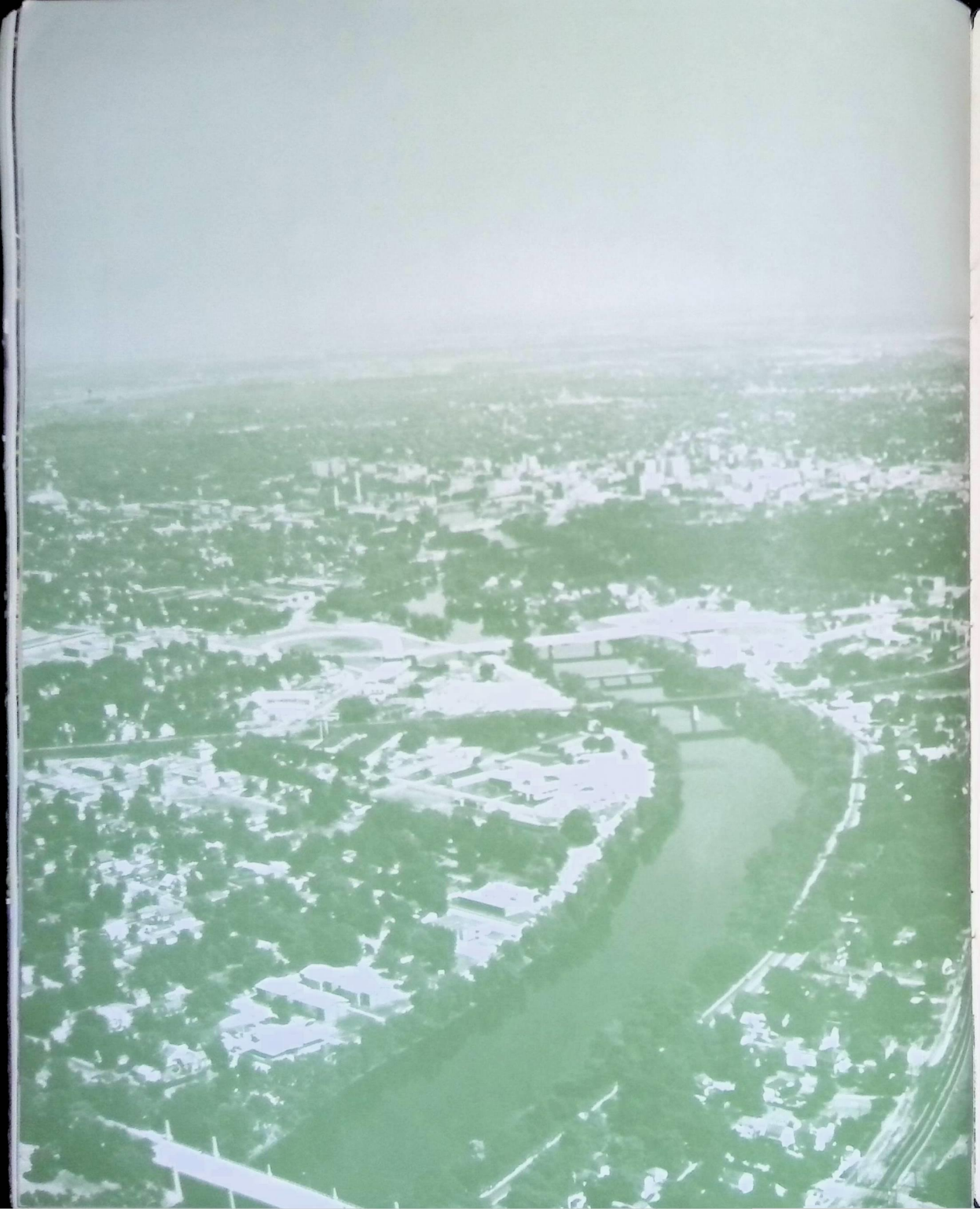

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McKinley at Ironwood

Bendix Drive at Lincolnway West

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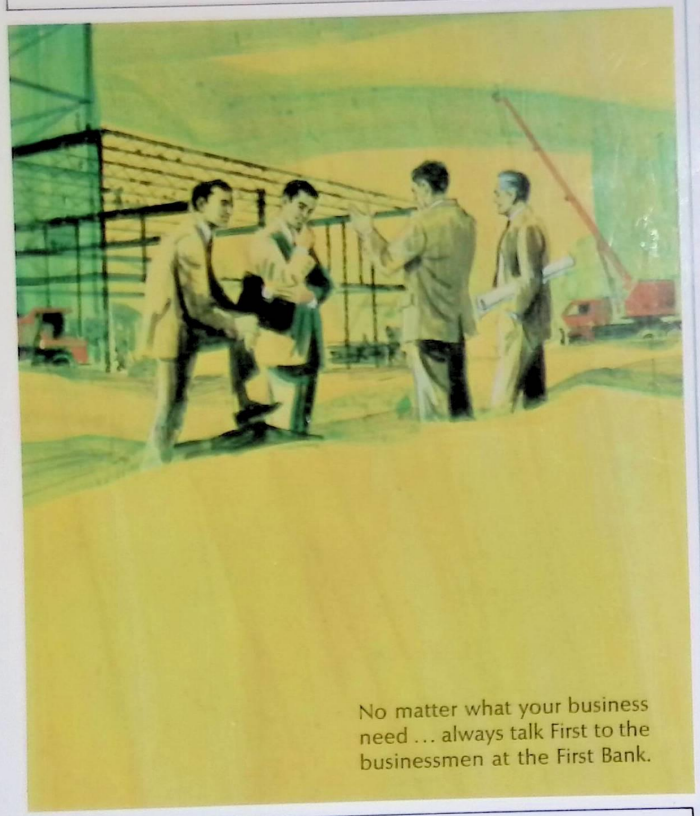
First aid for business

from the bank that means business around the clock!



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First Bank 1ST IN SOUTH BEND

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